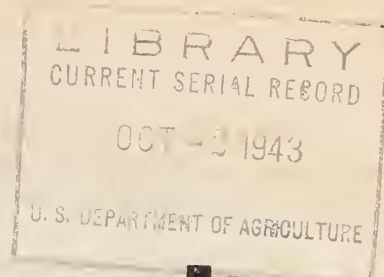


Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



A Service
For Directors of Women's Radio Programs



Radio Round-up

on food...

April 3, 1943

Food Distribution Order No. 45 Dry Beans and Peas

The Department of Agriculture, April 2, issued Food Distribution Order No. 45 reserving 55 percent of the supplies of dry edible beans and 60 percent of dry peas and split peas. The supplies were reserved in the hands of processors and "first owners" to assure necessary supplies for military and allied needs.

Civilian per capita consumption during the 1942-43 marketing season will total about 8 pounds of dry beans, or 90 percent average consumption. Civilians will also get nearly one pound of dry peas or about 75 percent of average consumption. As a result of the order, approximately one pound more per capita of dry beans will be available than was indicated when beans and peas were put on the ration list.

Slaughter Permits and Quotas

Slaughter permits and temporary quotas may be granted to butchers who do not have 1941 slaughter basis but are otherwise qualified to receive permits. This is made possible through Amendment No. 1 by FDO No. 27. The amendment became effective on March 31.

County USDA War Boards will grant the permits and quotas considering quantities slaughtered in 1942, existing facilities available, livestock and meat needs in the locality.

Food For Safety.

A stockpile of food, 12 million cases of canned goods, is now protecting the food supply of the nation. This food is being held in emergency storage until the 1943 pack has been determined. If a good pack is indicated after two or three months it may be possible to release all of the 12 million cases for civilian use.

US Department of Agriculture
Food Distribution Administration

Rocky Mountain Region
1536 Welton Street
Denver, Colorado

Civilians will soon receive two million cases, aside from the 12 million to be placed in storage. The 2 million cases will be offered first to canners who originally sold them to FDA.

The 12 million cases of canned food have been recently transferred by the Army to the FDA.

More Canned Fish

(FDO No. 44)

The amount of canned fish available to civilians from the 1943 pack should be somewhat larger than from last year's pack, since government requirements are being adjusted to secure a more equitable distribution between government and civilian needs, under Food Distribution Order issued April 2 by the Department of Agriculture.

Government requirements for canned salmon, pilchards, mackerel and Atlantic sea herring were reduced. The order placed for the first time government reservations on canned shrimp, horse mackerel and on canned tuna, bonita and yellowtail.

Prunes, Raisins, Released

The Food Distribution Administration, April 2, released 31,000 tons of dried prunes and raisins reserved in West Coast packers' hands to maintain civilian supplies. The release includes over 17 tons of raisins and over 13 tons of dried prunes. These supplies were held under FDO No. 16 providing for release to civilians if they were not needed for the war.

Plans For Preserving

Tell your listeners that the home canning situation looks more favorable than it did a while ago...WPB is making every effort to assure plenty of glass jars, rubber rings and covers to seal those jars, and a doubled supply of pressure cookers, which are needed to process such non-acid vegetables as beans and corn. A recent order released enough metal to permit manufacture of more than 3 billion new lids. It's estimated that more than 2 billion old covers which can be used over are in consumers' hands already, and these will need only new jar rings.

As for the glass jars, there will be plenty. Most thrifty homemakers save jars anyway, and as many commercially packed foods are now appearing in glass instead of tin, there'll be more to save in 1943. At least 500 million jars expressly for home canning are expected to be produced this year, which is twice as many as we had in 1942.

Pressure cookers will be in great demand this year, and 150,000 are to be made...twice as many as last year. As you doubtless know, direct war needs have taken the critical steel that goes into the manufacture of pressure cookers. The new ones, holding 7 one-quart jars, will be made according to the standard, pre-war design, so that new dies will not be necessary. During the next few weeks, women who are intending to "put up" the product of their Victory Gardens might well make their plans for next summer's preserving.

HOW DO YOU FEEL ABOUT THE FOOD SITUATION?

Do you believe your neighbors have hoarded food? Do you believe they'll try to get around food rationing? Do you feel you're not being allowed enough food under rationing? These are questions asked a representative group of American housewives in a recent survey. It was found that a considerable proportion of them do believe these things, and if that is true, it seems logical to assume that these people are likely prospects for black markets.

You broadcasters can give important information as to what black markets are, and this knowledge may play a big part in the campaign to stamp them out. Here are some facts which you may like to use in your broadcasts:

Black Markets are not confined to meat alone; meat is the most vicious, but the neighborhood grocer as well as the butcher is running a black market if he violates rationing rules.

Black Markets are not dirty little stores tucked away in side streets; the grocer who gives an extra can of fruit juice, or an extra quarter-pound of butter is running a black market.

The retailer who operates entirely within the law is likely to hear nothing but complaints. Any food retailer is under constant pressure from his customers to operate illegally. Make food-shoppers realize that they must not ask for favors. Prejudice the public in favor of the man who lives up to the regulations.

These new saboteurs, the Black Marketeers, have expanded their operations as our shortages have grown. Tell your listeners that sometimes, indeed, the growing stocks in the Black Markets have caused the shortages.

Black Markets exist before our very eyes. Everyone should realize this, and should be taught to recognize them.

WHAT'S IN A NAME?

Don't say "meatlegger"! That's the request of the manager of the Campaign Against Black Markets. He points out that this name for the dealer in illegal meat has too close a connection with the name "bootlegger" applied to the dealer in illegal liquor, during prohibition days. To many, the bootlegger was a friend... the man who helped him to get the liquor he wanted. We don't want anybody to feel that the man who handles illegal meat is a good man to know...because he's no friend to anybody. If the bootleg liquor was no good and made a man sick, the rest of the family was not badly affected. If the meat bought in a black market is bad, however, the whole family will be affected. Even if the meat is good, but is priced exorbitantly, the higher cost of meat sold in this way will mean that many families cannot get the meat they need.

You radio people can do a lot to help in the fight against black markets by eliminating the word associated with bootleggers.

FARM PLANS FOR '43

In the words of Secretary Wickard, the March 19th report of the Crop Reporting Board on prospective plantings for 1943 "contains some of the most gratifying news the country has had in a long time." Mr. Wickard went on to say that the prospective increases over last year's record highs are a tribute to the determination of our farmers to see that they make the greatest possible contribution to victory.

The dinner table will benefit by many of the scheduled increases. Here are some of the figures:

Potatoes: The estimated increase in potato acreage for 1943 over 1942 is 13.6 percent.

Sweet Potatoes:

Growers' intentions are to increase sweet potato acreage 14.8 percent over 1942.

Dry Beans: An even larger increase of this important crop is planned. The prospective acreage for 1943 is 16.2 percent above 1942.

Dry Peas: The estimated increase for dry peas amounts to the considerable figure of 35.1 percent...1/3 more than in 1942.

Peanuts: The acreage planted in 1943 is expected to show an increase of 12.5 percent over the acreage planted last spring, not including that inter-planted with other crops. It is the largest acreage of peanuts on record.

Smokers will be interested in the prospective planting of tobacco; the report indicates that 1.6 percent more of all types will be planted this spring than last year.

PROGRAM NOTES

White House Easter Egg Rolling...Out For the Duration!

The merry click of colliding Easter eggs and the occasional wail of the temporarily misplaced youngster in the White House grounds will be missing from the Washington scene on Easter Monday of 1943. The White House, setting an example for the Nation, has cancelled the traditional Easter egg-rolling down that gentle slope on the south lawn. USDA hopes this action will discourage the usual wide-spread sale of eggs for egg-rolling parties. Every egg wasted means a loss of valuable food. Department officials also pointed out that the sale of newly hatched chicks and ducklings as Easter gifts results in an annual loss or destruction of substantial quantities of potential food products. The baby chicks and ducks sold at Easter normally amount to several million, and these, if raised to maturity, would help provide much needed poultry meat to augment civilian food supplies. An explanation of these facts to your listeners should do much to make them understand the necessity for the sacrifice of this tradition for the duration.

Defining Essential Workers in the Food Program

USDA and the War Manpower Commission have emphasized the importance of food in fighting the war by appealing to employees in the various phases of production and processing of foods to remain on their jobs. Many men and women have been leaving their work indiscriminately for other employment, and this may result in the loss of essential products. Many of your listeners probably would be interested to know the types of activities necessary to the food program and specifically designated as essential by the WMC: all phases of farming; food processing; production of agricultural equipment; production of materials for packing and shipping products; production of chemicals and related products, including fertilizers, insecticides and animal and vegetable fats and oils; warehousing and storage of essential and perishable commodities; agricultural services such as hatcheries, seed processing, farm repair and maintenance, and farm product assembly services.

WMC has pointed out that these various activities "all are necessary in the food production chain, and workers engaged therein are contributing to the war effort."

THE NEW POINT VALUES

The announcement of new point values on some processed foods contained good news for many people. The removal of all dried and dehydrated fruits and of apple juice from the ration list should be a real help to the homemaker. So should be the reduction in point values of fruit and vegetable juices and dehydrated soups.

Prunes are a popular breakfast fruit, as well as a dessert, and they may now appear more frequently at all meals. Raisins are a nutritious and delicious addition to many favorite recipes, and the homemaker will be glad to have them back on the list of unrationed fruits. Apple juice is a refreshing drink, and a fine addition to the shelf of emergency foods, since it can take the place of the morning orange or grapefruit juice on occasion. Fruit and vegetable juices were lowered all along the line, and this will help the family which likes a glass of one or the other as a dinner appetizer.

The point value of dried and dehydrated soups has been reduced exactly one-half, and this is good news to the busy homemaker, who has found these soups a welcome short-cut in meal planning.

The items which have been given higher point values for April were those which sold in March at a rate faster than the supply situation could support under rationing. In the main, the values originally established worked out successfully, OPA states, and the changes which have been made are intended to iron out the inequalities that were shown to be present. The flexibility which is one of the chief recommendations of the point system of rationing, will be employed in the future as often as necessary to keep consumer demand in step with the supply situation.

KOSHER MEAT POINT VALUES

A list of the point values of Kosher meats, containing 78 different items, will be found in all Kosher meat stores, according to a recent OPA announcement. The difference between the standard table of consumer point values and the Kosher table represents differences in meat cuts.

There are five main classifications...beef, veal, lamb, sausage and ready-to-eat meats, including variety meats. Values range from 1 to 9 points per pound. Of the 78 items listed, only two have a point value of 9 points... dry sausage (such as Salami), and boneless shoulder veal or clod. Slightly more than one-fifth of the items on this list have a 6 point value. Approximately another one-fifth consists of 7 point and 8 point items combined.

Ready-to-eat meats are represented on the Kosher list by corned beef and tongues, at 8 points each, and pastrami at 7 points. According to the instructions on this list the point value of any other ready-to-eat meat shall be determined by adding 2 points per pound to the point value of the uncooked meat from which it is prepared; if the meat is both cooked and sliced, 3 points per pound shall be added.

DUAL PERSONALITY FOOD PACKERS

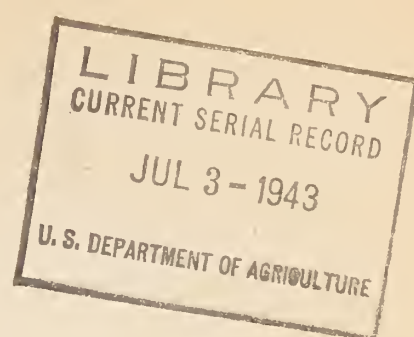
The reason you're not finding much of one of the Nation's favorite popcorn confections these days is that the company which used to make it is now packing dried egg powder...250,000 cartons a day. The carton, however, is not much different from the one in which the popcorn used to be sold. This is just one of more than a dozen packers of similar specialties who have packaged the 100 million cartons of dried eggs which FDA has delivered for overseas shipment. There are 2,000 or more processing plants that supply foodstuffs to FDA, and of them, about 1 in every 10 has converted its operations in some way, while others are working overtime to adapt their facilities to wartime processing jobs. FDA is assisting processors in this conversion wherever possible.

A brick and tile company in Ohio is going into production of dehydrated potatoes. A Mississippi plant built for production of starch from sweet potatoes is now being converted to sweet potato dehydration. Two big mushroom-canning plants in Pennsylvania have converted to the canning of tomatoes and other important vegetables. Applejack distilleries are being considered as possible manufacturers of pectin, the essential agent for the jelling of fruits and extracts. Former sauerkraut canneries in several parts of the country are now successfully dehydrating cabbage for the Army and our allies. More dehydrated potatoes are coming from potato chip concerns in Minnesota and Pennsylvania.

The ability to switch from the processing of one commodity to another on short notice is an important war asset in many areas, particularly from the standpoint of insurance against waste in packing seasonal farm products. A canning plant in Massachusetts, for instance, is packing fish in one season and vegetables in another... with every precaution being taken to avoid mixing the flavors, of course. Then, there's a Minnesota creamery association which is doing a double-barreled conversion job. They operate the same spray powder equipment night and day, switching from production of dry skim milk to dry egg powder and back again, several times a week...only a 2-hour intermission is necessary to change from one product to another.

These wartime conversions have helped to meet the need for packing more food, and packing it faster than we've ever needed to before. Furthermore, they've prevented partial or total shutdown of several factories...have kept trained personnel on the job...and have directly helped the war effort.

1.942
F3R 11D



RADIO ROUND-UP

ON FOOD

A Service
For Directors of Women's Radio Programs

Heiner
April 10, 1943

MEAT CEILINGS ALL AROUND

Specific, cents-per-pound ceilings on beef, veal, lamb, and mutton, effective April 15, have been announced by OPA. Added to the retail pork ceilings now in effect, this brings every important meat which appears on the American dinner table under price control. This new price action, together with meat rationing, should eliminate black markets in meat from the American scene.

This regulation establishes grade prices at the consumer level, and is the first to do so. Most meat in retail stores will now be marked with either the grade mark of USDA or with the OPA grade letter, and this will assure consumers of receiving the exact grade of meat for which they pay. Only on portions where the wholesale grade mark never has been placed, such as inside cuts, will the consumer fail to note a grade mark. In such instances, the shopper has protection if she notes the selling price and compares it with the grade prices on the official OPA price list.

Here are some of the statistics of the order. The country is divided into 12 pricing zones; there are 102 cuts of beef, veal, lamb, and mutton, all of which will be standardized as to cutting and trimming; there are five officially established grades of beef and veal, four of lamb, and three of mutton. Here are the grade marks of the Department of Agriculture and of the OPA:

COMMODITY	USDA GRADE	OPA GRADE
Beef, veal and lamb	Choice	AA
Beef, veal and lamb	Good	A
Beef, veal and lamb	Commercial	B
Beef and veal	Utility	C
Lamb	Cull	C
Beef	Cutters and Cannery	D
Veal	Cull	D
Mutton	Choice and Good	S
Mutton	Commercial	M
Mutton	Utility	R

U.S. DEPARTMENT OF AGRICULTURE
Food Distribution Administration

(MORE) .. Rocky Mountain Region
1536 Welton Street
Denver, Colorado

These grade standards are identical to those which have been in use right along by USDA in grading meat at slaughtering plants. They were adopted by OPA in setting ceilings on wholesale cuts.

Consumers are likely to find the new ceilings on beef, veal, lamb and mutton less than those they've been paying recently. For example, throughout the northeast, the highest price on hamburger will be 33¢ a pound, compared with previous consumer prices ranging up to 50¢. Also, the ceilings will be of benefit to stores which had subnormal ceilings in March 1942. These stores will now be on an equal competitive basis with stores which either had high maximums, or had been violating their ceilings. Price, therefore, should no longer be a factor in preventing any locality from obtaining its share of the available supply of these four meats.

Sausage, canned meat, and variety meats (including brains, liver, kidneys, tongues, and hearts) are exempt from the provisions of this regulation, though OPA plans later to set specific dollars-and-cents ceiling prices for these items also. They are, of course, covered by March 1942 ceilings under the General Maximum Price Regulation.

It should be remembered that the retailer may at any time charge less than these new ceiling prices, but in no instance more. The prices must be posted at each meat counter or store all over the country, and will enable every American housewife to know the top price which she may be charged for the meat for which she has to surrender her precious red stamps as well as her money.

VEGETABLE PLATE SPECIAL

If you broadcasters will do a little research work on recipes for the use of carrots and spinach, you can be prepared to make helpful suggestions to your listeners during the next few weeks, when both those vegetables will be in liberal supply in most markets.

Shipments of carrots have been arriving from the principal producing areas.... the Imperial Valley, California; Phoenix area, Arizona; and Lower Valley, Texas. The quantities shipped in recent weeks have been almost double those of a year ago, and even heavier shipments are expected soon. The prospects are that carrots will be reasonably priced for some time, too. Carrot consumption will help to conserve limited supplies of other foods, particularly potatoes. As you know, carrots have many fine features, and are especially valuable for their Vitamin A content. That is the so-called anti-blackout vitamin, and is indicated by their bright yellow color. They also contain two of the important B vitamins, thiamin and riboflavin. Cooked or raw, carrots add color and food value to meals... perhaps they'll even produce curly hair, as we were told when we were very young!

Liberal supplies of spinach are expected to come into the market in the next several weeks from Maryland, New Jersey, Pennsylvania, Arkansas, Oklahoma, Missouri, Illinois, Virginia, and other areas near large consuming centers. Popeye already has done a good job of popularizing spinach, but you can help if you'll give your listeners suggestions about the right way of cooking spinach and other greens.... quickly, and in very little water. Tell them not to be afraid to experiment with serving spinach raw, as a salad....it's delicious that way. Spinach is a regular alphabetical vegetable, so far as vitamins are concerned....it contains A, the B vitamins (thiamin, riboflavin and niacin) and C. There's a great deal to be said for both these vegetables....it's up to you.

"RASSLIN' WITH RATIONING..."

("How can I best 'spend' my food ration points?" Every housewife today is trying to answer that question. This week "Mrs. Homemaker" learns about shopping for and storing meats.)

* * *

Mrs. Homemaker wants to get most from her red ration stamps, so she has to be doubly sure she knows how to select good cuts of meat. Spoiled meat nowadays is a greater waste than ever before, because it means lost ration stamps.

To get some information, Mrs. Homemaker went to the corner store for a talk with her butcher. Here is what she learned:

In general, the best beef she can buy has a thick layer of smooth, firm, creamy-white fat. The flesh is fine-grained, firm, and velvety, with the color an attractive light or cherry-red color. Marbling -- fat interspersed evenly in the flesh -- is present in most of the thicker cuts. Lower grades of beef tend to have soft, yellowish fat, and soft, darker red flesh, with only a small amount of marbling.

Best grade lamb has thick, firm fat that is white or slightly creamy. The flesh is fine-grained, firm, velvety, and light pink in color. Bones are soft and red. In the lower grades there is less fat, and the bones are soft but not red. The flesh is coarse-textured, stringy, flabby, with a color varying from dark pink to brownish. There is a high proportion of bone to meat.

Older animals -- sold as mutton -- have harder, whiter bones and coarser, darker flesh, as well as more brittle fat and generally larger size.

Firm-textured, well-marbled flesh is characteristic of the best fresh pork. It has a grayish-pink color, tinged with red. The fat is white, firm, and evenly distributed, and the skin (where present) is thin, smooth, free from wrinkles and blemishes. Lower-grade pork has soft, creamy-colored fat, and soft, coarse, wrinkled skin. The flesh is soft, relatively dry, and coarse, and dark pink to dull red in color.

Mrs. Homemaker knows that high and low grade meat alike have been government-inspected, and she looks for both the inspection stamp and the permit number on the meat she buys, to be sure of avoiding black market meats. She also checks ceiling prices.

Then when Mrs. Homemaker reaches home after shopping, she removes the wrapping paper from her meat purchases, wraps them loosely in wax paper, and puts them into the icebox. Most meat keeps several days under refrigeration. Mrs. Homemaker, however, is always careful to cook ground meat, variety meats (liver, hearts, kidneys, etc.), and fish soon after buying them.

This week, Mrs. Homemaker 'spends' her 64-point red stamp allowance for husband and two children as follows: 1 lb. butter (8), 2 lbs. other fats (10), 1 lb. cheese (8), 3 lbs. pork shoulder (18), 1 lb. veal hearts (5), 1 lb. honeycomb tripe (3), and 2 lbs. lamb shoulder (12).

FOOD DISTRIBUTION ORDERS

Fats and Oils - FDO #42

More definite exemption of food and industrial products needed by the Army, Navy, and other war agencies from quotas on fats and oils is the major new provision of FDO #42, issued by Secretary Wickard last week to replace WPB Order M-71. The order, effective April 1, is designed to conserve the limited supplies of fats and oils for the most essential military and civilian needs by controlling their distribution and limiting their use. Quotas for the use of fats and oils in making margarine, shortening, other edible products, soap from primary fats and oils, and printing ink continue unchanged.

FDO #43

The administration of WPB Order M-60 -- controlling the use and processing of several tropical oils needed for war purposes -- has been transferred to the Food Distribution Administration, effective April 1. This order, FDO #43, continues the restrictions which the WPB imposed early in 1942 on babassu, palm kernel, and other high lauric acid oils. The order restricts the use of these oils to processes in which glycerine is produced, such as soap-making or fat splitting, but provides exemption for any person using less than 3,000 pounds of oil per quarter.

FDO #46

Under this order, importers of cocoanut, babassu and palm kernel oils or oil-bearing materials from which these oils are produced, must continue to set aside 25 percent of their imports to be used for war purposes at the Government's direction. This order continues, unchanged, the provisions of WPB Order M-60a, and will be administered by FDA. These oils come largely from the Philippines and Brazil, and naturally, the war has cut down their importation. War needs to date have been met almost entirely from the supplies already in this country.

In addition to their direct war uses, these oils are valuable for their high content of glycerine, which is obtained as a by-product in soap manufacture. Glycerine is needed not only for explosives, but it plays a large part also in the operation or production of gun recoils, hydraulic equipment, pumps, ships' steering-gear, compasses, depth charge release mechanisms, and medicines, including the tannic acid salve used in treatment of burns.

Honey - FDO #47

Regulations limiting the amount of honey that may be used in the manufacture of food products, and the administration of manufacturers' quotas, were transferred from WPB to FDA in FDO #47, effective April 6, 1943. Production of honey in the U.S., normally about 200,000,000 pounds a year, dropped considerably below this level in 1942. Purpose of the limitation order is to prevent diversion of honey from customary consumption channels in order to protect the supply for household and restaurant use. The order also is aimed at making needed amounts constantly available for war purposes.

Meats - FDO #48

Inventory control over federally inspected slaughterers limiting the quantity of certain meats they can hold in storage was instituted in FDO #48. This order provides the necessary mechanism to make the quantity of meat which these slaughterers produce in addition to their civilian quotas immediately available to the Government. This limitation on inventories is temporary and will be in effect only until a more permanent form of control has been devised.

Milk and Cream - FDO #11, Amendment 1

Adjustments in the milk marketing economics order have been made by the Department of Agriculture, effective April 12. Provisions of the amendment are as follows:

It removes present restrictions on the sale of milk in less-than-quart-size containers for consumption in factories, schools, offices, on playgrounds, and in similar places. The provision restricting the sale of milk for consumption in homes in less-than-quart-size containers still remains, however.

It modifies the present provision preventing milk handlers from purchasing bottled milk or cream from more than two handlers during a calendar month. Under the amendment, processors of milk are excluded from this regulation; the period is changed from one month to three consecutive days; and bulk milk and cream as well as the bottled products are included. Only stores, restaurants, hotels, and similar establishments are limited to purchase of bottled or bulk milk and cream from not more than two handlers in any three consecutive days. Processors and pasteurizing handlers of milk may purchase from any number of sources.

It prohibits stores, restaurants and hotels from refusing delivery of milk or cream they have previously ordered and from returning milk or cream previously delivered to them.

It liberalizes the requirement of deposits on bottles used in the home delivery trade. Exemptions from this requirement may now be granted in any case where the requirement effects no economy and where an exemption will not prevent collections on deposits in the wholesale milk trade.

It exempts rural areas and incorporated places under 5,000 in population from the restrictions of the order.

THE BASIC SEVEN

Eat some food from each group of the Basic Seven every day...that's the advice of the Nutrition & Food Conservation Branch of FDA. Do you know the Basic Seven? Here they are:

- Group 1: Green and yellow vegetables; some raw, some cooked, frozen or canned.
- Group 2: Oranges, tomatoes, grapefruit, raw cabbage or salad greens.
- Group 3: Potatoes and other vegetables and fruits ...raw, dried, cooked, frozen or canned.
- Group 4: Milk and milk products...fluid, evaporated, dried milk, or cheese.
- Group 5: Meat, poultry, fish or eggs...or dried beans, peas, nuts or peanut butter.
- Group 6: Bread, flour and cereals...natural whole grain, or enriched or restored.
- Group 7: Butter; and fortified margarine with added Vitamin A.

In addition to the Basic Seven, eat any other food you want. Be prepared to adapt your choice to wartime shortages, of course. A good general rule to follow is this:

<u>If scarce in</u>	<u>Use more from</u>
Group 2	Group 1, 3
Group 4	Group 1, 5, 6
Group 5 (meats)	Group 4, 5 (beans)
Group 7	Group 1, 4 (eggs)

PROGRAM NOTES

Rocky Mountain Food for Freedom

Here are interesting facts about purchases made by the Food Distribution Administration in the Rocky Mountain Region in the first two weeks of March:

Colorado supplied 30,000 pounds of frozen lambs, "telescoped" to save shipping space; 80,000 pounds of ham, 80,000 pounds other pork, and 180,000 pounds of lard. The lamb and ham are sent mostly to Russia and England, to help feed the men fighting alongside our boys. Idaho, New Mexico, and Wyoming supplied 13,600 hundred-pound bags of dried beans, and 50,000 pounds of dehydrated onions. 338,000 pounds of dry skim milk were bought from Utah processors.

Victory Garden Statistics

Throughout much of the country, it's now planting time for the early vegetables in the Victory Garden. For the 30x50 foot size, USDA suggests one row each of spinach, onions, cabbage, and turnips, a half row of lettuce and several plantings of radishes. If the ground is well prepared and fertilized, a planting of this size should provide fresh vegetables for a family of four. The following seed will be required: $\frac{1}{4}$ ounce of spinach seed, $\frac{1}{2}$ ounce of radishes, 1 pint of onion sets, 30 cabbage plants, and 1 packet each of turnip and lettuce seed. Experienced gardeners make several small plantings of lettuce and radishes about a week apart, so that the crops will not mature all at once.

From two to three weeks after these crops are planted, beets, carrots, and swiss chard should be planted. For this 30x50 foot garden, USDA's suggestion is for one row each of beets and carrots, and $\frac{1}{2}$ row of chard.

Extension workers and seedsmen report that if present promises are borne out, the goal of 18 million home gardens this year will be exceeded by at least 10 percent.

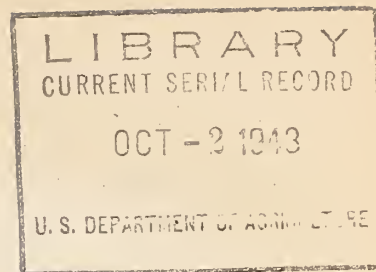
An Extra Pound of Protein Food Per Day

A flock of 15 Rhode Island Red hens and 50 baby chicks has been on display in the patio of the Department of Agriculture building in Washington recently, as the feature of an exhibit of backyard poultry raising. The poultry specialists of the Department say that this can be duplicated by any family under average conditions, and that this number of hens and young chicks, as they develop, will provide an estimated 372 pounds of eggs and dressed poultry meat, without reducing the size of the laying flock by a single hen. This means the addition of a pound of fresh protein foods daily to that which is available under meat rationing. This calculation assumes minor losses of about 5 birds among the baby chicks and laying flock. Superior stock will exceed the 372 pound total, especially in eggs, and even birds of only fair quality, kept by inexperienced persons, should yield at least two-thirds as much.

More Waste Fats Needed

The Salvage Division of WPB appeals for more waste fats from the kitchen... you might make this appeal a regular feature of your program. The report for January showed a collection of almost 6 million pounds, an increase of nearly 900,000 pounds over December 1942. Even this, however, fell far short of the monthly quota of over 16 $\frac{1}{2}$ million pounds. Waste kitchen fats yield 10 percent glycerine, and glycerine is one of our most vital war needs. Every homemaker should get the maximum food value from kitchen fats, of course, particularly in view of butter and fat rationing, but a special effort should be made to turn over to the butcher every ounce of fat which is not needed for household use.

1.942
73 R11 D
Cop. 3



RADIO ROUND - UP

ON FOOD

A Service
For Directors of Women's Radio Programs

No. 45
Denver, Colorado
April 17, 1943

HOME CANNING NEWS

The Truth About Sugar

As you've doubtless heard, OPA has announced that sugar for canning will be ration-free this year. No point stamps will be required for those extra pounds of sugar homemakers will need to turn fresh fruits and vegetables into supplies for next winter. The procedure for getting canning sugar will probably be about the same this year as last, and you'll want to watch for announcements concerning this, to pass on to your listeners.

U. S. D. A. Recommends Steam Pressure Canner

There's much discussion these days as to the relative merits of the steam pressure method (especially since the supply of canners will be limited) and the boiling water bath method of canning vegetables. USDA states that the use of the steam pressure canner is the only method it can recommend for the canning of beans, peas, corn, spinach, other greens, asparagus, and all the other non-acid vegetables, also meats and poultry.

Certain spoilage organisms, as well as the spores of *Bacillus Botulinum*, are not readily killed at boiling temperatures in non-acid foods, but they are destroyed by the high temperatures developed in a pressure canner correctly used. These botulinum spores, if not destroyed, may grow and generate a fatal poison. The non-acid vegetables, when processed by the boiling water bath, can contain botulinus toxin, even if there are no signs of spoilage. As you probably know, such foods should be brought to a boil and boiled for at least ten minutes after the can or jar is emptied, before they are even tasted. If there are evident signs of spoilage, however, the food should not be eaten at all.

(MORE)

In acid products, such as fruits and tomatoes, rhubarb, and pickled beets, however, botulinum spores are made harmless or destroyed by boiling temperatures, and these foods can be safely canned by the boiling water bath method.

USDA has made the statement regarding steam pressure canning in response to many requests from those interested in the canning of Victory Garden products. The Department feels it can recommend only methods considered universally safe, since its published material is used in all parts of the country.

This information might well be broadcast frequently, both before and during the canning season.

"E" FOR EXCELLENCE IN FOOD PROCESSING

As you've doubtless heard, food processing plants, whether large or small, are now eligible for the Army-Navy "E" provided they meet the very high standards of excellence prescribed. Quantity and quality of production, in the light of available means, are prime factors in considering food processing plants for this award. Recommendations may come from FDA regional offices, the Army and Navy Boards of Production Awards will consider them, and recipients will be notified formally by the War or Navy Department.

You've probably seen (or seen pictures of) the swallow-tailed flag with the large letter "E" in the center, surrounded by the yellow wreath. Did you know, however, that employees of the winning company also may wear the award? Each is presented with an Army-Navy lapel pin, similar in design to the flag.

The history of the "E" award is interesting...it's been given by the Navy since 1906 to units of the fleet that surpass all others in performance of duty. The unit may keep the "E" only as long as it excels all others. In the same way, the "E" award to a food processing company will not be permanent, because if the Boards find that a company has not succeeded in upholding the standards, that company will lose the right to fly the award flag until the standards of excellence have been met again.

The Army and Navy wanted to recognize the high responsibility of American industry; and even before Pearl Harbor, the system of awarding the Navy "E" was inaugurated. This award was bestowed on plants that showed marked superiority in the production of naval equipment. In the summer of 1942, the joint award, showing approval of both Army and Navy, was established. The traditional "E" for excellence was selected as the symbol of which the men and women of industry become associated with the men and women of the fighting forces in the common task. Since the armed services consider food a powerful weapon of war, it's fitting that this recognition be given to those who do outstanding work in producing food in its final form.

"RASSLIN' WITH RATIONING..."

(" How can I best 'spend' my ration points? Every housewife today is trying to answer that question. Based on latest reports of the USDA Market News Service and carefully checked by Department of Agriculture nutritionists, these articles ~~are a reliable and authentic guide~~ for wartime food buying and meal planning. This week, Mrs. Homemaker learns more about spending her meat ration points.)

* * * * *

Mrs. Homemaker has been buying some low-point cuts of meat. But she knows that they are not always the best buy. Paying eight points for a pound of flank steak may seem extravagant, but that cut may be "point-cheap" compared with oxtail at three points per pound. A pound includes bone, fat, and gristle as well as meat. What counts is the percentage of lean meat in each pound.

Porterhouse steak obviously is a luxury, Mrs. Homemaker knows. At eight points a pound, it contains only 60 percent lean meat, or 1.2 ounces per point. If she buys beef plate instead, she can get almost the same nourishment for half the points and half the price. Plate, at four points, is 58 percent lean meat, with 2.3 ounces lean meat per point.

For real point bargains, however, Mrs. Homemaker selects the variety meats. Brains, heart, kidney, liver (except calves liver), sweetbreads, and tongue are all six points or less a pound. They contain a high percentage of edible meat, and are mostly low in cost. This week Mrs. Homemaker has been delving into her cookbooks for new and appetizing ways of serving them.

Here are facts on the average amounts of lean meat in several popular cuts:

	<u>Percent lean meat</u>	<u>Points per lb.</u>	<u>Oz. lean meat per point</u>
Flank steak	87	8	1.7
Round steak	81	8	1.6
Sirloin steak	70	8	1.4
Chuck roast	70	6	1.9
Rib roast	64	7-8	1.3-1.5
Porterhouse steak	60	8	1.2
Plate	58	4	2.3
Rump (with bone)	53	5	1.7
Fore shank	47	4	1.9
Hind shank	31	4	1.2

Instead of buying prepared hamburger, Mrs. Homemaker chooses her own cut and has it ground to order. Prepared hamburger has a low point value, but often a high percentage of scraps and fat is used in it. Mrs. Homemaker also makes sure that her butcher does an adequate job of trimming the meat she buys; she does not want to pay points and money for waste fats.

This week Mrs. Homemaker "spends" 61 points of her 64-point red stamp allowance for husband and two children as follows: 1 lb butter (8), 2 lbs. other fats (10), 1/8 lb. cheese (1), 4 lbs. chuck roast (28), 1 lb. pork liver (5), 1 1/2 lbs. beef plate (6), 1 lb. lamb kidneys (3).

THE BLACK MARKETEEER IS DOOMED!

The Food Distribution Administration opens up on Black Market operators! A meeting will be held Tuesday, April 20, in Pueblo, Colo., when home economists, members of women's clubs, packers, meat salesmen, livestock auctioneers, butchers, and retail merchants will be called upon to help smash the Black Market in meat.

The meeting is being directed by FDA in cooperation with OPA, the Pueblo County USDA War Board, and the Pueblo FDA Voluntary Food Distribution Committee. Other meetings will follow in the Rocky Mountain Region.

NOTES ON POINT-SHOPPING

The Bureau of Human Nutrition and Home Economics makes several suggestions about shopping under rationing, which we believe you will like to pass along to your listeners. They warn that a haphazard method of shopping is out for the duration of rationing if families are to be well-fed, and point out that every homemaker's responsibility to feed her family well has become a real patriotic duty. First, the table of ration points which every woman probably clipped from her newspaper should be kept handy in the kitchen. Second, a shopping list of both pounds and points should be prepared before going to the market. This list should be made flexible, by noting alternates of equal point value for second choice, in case the first choice isn't available.

An interesting survey was made last Spring, before rationing, of the eating customs of families at different income levels. This showed that the food now sold under red-stamp rationing would have amounted to 81 points weekly for the low-income city family of four, and 100 points weekly for the middle-income family. With only 64 points a week to spend, both those families will have to follow a far different purchasing pattern for meat, canned fish, cheese and fats this Spring. As a matter of fact, the more money they have to spend for food the greater the necessary adjustment will probably have to be.

Butter at 8 points a pound will doubtless be reserved for spreading on bread ...the other fats will prove satisfactory alternates for cooking or frying, and will save 3 points on every pound. As a flavoring for many things, salt pork at 4 points a pound will serve nicely for bacon at 8 points. The variety meats, high in nutritive value and low in points, will appear on the dinner table more frequently than they have in the past. Portions of meat might well be cut down in size, but the clever meal-planner will make them appear larger by extending them with bread, cereals, beans and other vegetables.

By choosing carefully, the Bureau feels that a family of four can get an average (perhaps more, though sometimes less) of 4 pounds of rationed fat, $\frac{1}{2}$ pound of rationed cheese, and 6 or 7 pounds of rationed meat, including canned fish, with their 64 ration points. By adding poultry, fish, eggs and soft cheeses, all unrationed, there needn't be any question about the adequacy of this diet with respect to meat and fats.

Here are four weekly shopping lists, figured by pounds and points, for a family of four. Two are fairly low in cost, and two a bit higher. These ideas may be of real help to some of your listeners in getting into the swing of shopping with a ration book.

<u>1st Week</u>	<u>Low-Cost Menus</u>	
	<u>Ration points</u>	<u>Suggested meat, fish, & cheese dishes</u>
1 lb. 2 oz. round steak	9	1. Swiss steak and onions
1 lb. hamburger	5	2. Chili con carne
3 lb. beef heart	12	3-4. Braised stuffed heart (2 meals)
2 lb. pork liver	10	5. Heart and vegetable turnovers
		6. Stuffed pork liver loaf (2 meals)

1 lb. 8 oz. fresh fish	0
1 lb. American cheese	8
1 doz. eggs	0
1 lb. oleomargarine with Vitamin A added	5
3 lb. lard or other shortening ..	<u>15</u>
Total	64

2nd week

	Ration Points
4 lb. neck of lamb (bone in).....	16
4 lb. pork spare ribs	16
2 lb. beef kidney	8
1 lb. cottage cheese	0
1 doz. eggs	0
1 lb. butter	8
1 lb. salt pork	4
1 qt. salad and cooking oil	<u>12</u>
Total	64

8. Baked fish and vegetables
9. Macaroni and cheese
10. Baked rice, tomatoes, and cheese
11. Onion soup and grated cheese

Suggested meat, fish, and cheese dishes

- 1-2. Lamb stew with dumplings (2 meals)
- 3-4. Spare ribs and sauerkraut (2 meals)
- 5-6. Kidney and vegetable pie (2 meals)
7. Baked cottage cheese and noodles
8. Cottage cheese and spring vegetable salad

Moderate-Cost Menus

1st week

	Ration Points
5 lb. leg of lamb	30
1 lb. beef brains	3
5 lb. roasting chicken	0
1 lb. American cheese	8
1 lb. butter	8
3 lb. lard or other shortening..	<u>15</u>
Total	64

Suggested meat, fish, and cheese dishes

- 1-2. Roast lamb with mint stuffing (2 meals)
3. Thick vegetable, lamb, and barley soup (roast lamb & bone)
4. Scrambled brains with eggs
- 5-6. Roast stuffed chicken (2 meals)
7. Noodle soup (chicken carcass)
8. Cheese fondue
9. Cheese and bean loaf

2nd week

	Ration Points
2 lb. boneless shoulder of veal	16
1 lb. veal liver	8
1 lb. scrapple	4
1 lb. club steak	8
3 lb. fresh fish	0
1 lb. butter	8
1 lb. bacon, sliced	8
1 qt. salad or cooking oil	<u>12</u>
Total	64

Suggested meat, fish, and cheese dishes

- 1-2. Stuffed roast veal shoulder (2 meals)
3. Braised liver and onions
4. Fried scrapple
5. Broiled steak and onions
6. Planked fish and vegetables
7. Creamed flaked fish and eggs on toast
8. Fruit and cream cheese salad
9. Cream cheese and chive sandwich
10. Scrambled eggs and bacon
11. Broiled mushrooms and bacon

MEAT GRADES, 1943 VERSION

Tell your listeners it's up to them to become informed on the subject of meat grades if they're going to cooperate with Uncle Sam's efforts to protect them. Last week's RADIO ROUND-UP carried a list of the grades into which beef, veal, lamb and mutton are now divided. You might like to mention that the elimination of Prime grade really doesn't mean a loss to the consumer, since that grade has been put in with Choice. The quantity of prime meat available always has been limited (less than 1%), since most of it went to exclusive hotel, restaurant and club trade.

The grading requirements will protect consumers who've been paying Prime or Choice prices for meat, which, perhaps, actually would grade only Good. Tell your listeners to look for the familiar ribbon stamp, which runs continuously along the whole cut of meat, or the smaller, letter grade stamp, which appears on the whole-sale cut only. In this case, by the way, there will be retail cuts where the grade mark will not appear. Therefore, it will be well for the purchaser to remember that her best assurance of getting meat which conforms to grade requirements is to deal with the familiar, reliable butcher. In the past few months many a new store has opened on a side street, or on the outskirts of town, where the ancient legal phrase, "caveat emptor"...let your buyer beware...might well apply.

PROGRAM NOTES

Snap Beans

The price of canned snap beans should remain the same...no increase for the homemaker is likely. OPA has established dollars-and-cents maximum prices per dozen cans at levels approximately those of 1942. The USDA program which absorbed an increase in the farmer's price for beans made this possible.

Seeds

Did you know that farmers in Allied countries already have produced substantial quantities of food from American-Grown vegetable seed...that American soldiers in isolated sections of the world are producing some of their own food from vegetable gardens they've made themselves? Our deliveries of agricultural commodities for shipment to the Allies during February included more than 12 million pounds of seed, and it's estimated that we'll ship them about 55 million pounds of vegetable and field seeds during 1943.

Food in Glass

When you looked over the shelves of your favorite food store last year, did you have any idea that there were several thousand designs of glass jars in use? Things will be different from now on...WPB has announced the standardization and simplification of glass containers, and the number provided will be approximately 90, which will mean a tremendous saving in labor and material. It's estimated that about 860 million, 20 % more than were made in 1941, can be made on existing equipment.

Carrots

Referring again to carrots (last week's RADIO ROUND-UP gave you considerable information about carrot prospects), we suggest you recommend this vegetable frequently to your listeners. The crop now moving to market is very large in size and excellent in quality, and they'll doubtless find that carrots will stretch both the point budget and the money budget. Suggest the use of carrots by themselves, or in combination with other foods, to take the place of scarcer foods.



A Service
For Directors of Women's Radio Programs

Radio Round-up

on food...

No. 46
Denver, Colorado
April 24, 1943

DRY WHAT YOU DON'T CAN

Secretary Wickard said on the Farm and Home Hour Friday, April 16, 1943, that full use of products from Victory Gardens calls for the canning, drying, and storing of as much as possible. The Secretary went on to say "The Department is now working on a program to obtain material for the manufacture of as many home dehydration units as possible at this time. If necessary materials are available and can be spared from other urgent war needs, it is our hope to see dehydrators designed for home use in operation this season."

According to information from the Division of Household Equipment, Bureau of Human Nutrition and Home Economics of USDA, a number of commercial companies already have dehydrators built and tested, and are ready to go into production as soon as materials are released. Following is a list of questions and answers based on information supplied by this Division, which may help you in planning programs on home dehydration:

- Q. Can you dehydrate foods at home successfully?
- A. Yes, with proper care. For drying, as for other types of food preservation, fresh foods direct from the garden make the best products.
- Q. How do dehydrated foods compare with other home processed food?
- A. Home dehydrated foods may not be as good in nutritive value or as palatable as canned and frozen foods, but they are satisfactory. Dried foods are a type of food in themselves and should not be judged on the basis of flavor and texture of foods preserved by other methods.
- Q. Why is drying more successful now than it was in the past?
- A. 1. Improvement in home drying equipment.
2. Increased knowledge of the importance of adequate blanching or sulphuring before drying as an aid in preserving flavor, texture, and color, and improving storage qualities.
3. Drying to a lower moisture content which improves the storage qualities.

(MORE)
US Department of Agriculture
Food Distribution Administration

- Q. Will equipment made of strategic materials be made available for home-size dehydrators?
- A. At the present time there is very little of this equipment on the market. If homemade dehydrators are to be built, materials will have to be allocated or parts assembled from other equipment such as electric fans, portable fractional horsepower motors, or heating elements from electric brooders.
- Q. Will plans be made available for home dehydrators?
- A. The U. S. Department of Agriculture will soon have blueprints for several dehydrators. The Tennessee Valley Authority, the Rural Electrification Administration, and many State Agricultural Colleges also have plans.
- Q. What is the cost of building a dehydrator at home?
- A. This depends on the usable material on hand and whether or not labor costs are involved. If built by the user, and all materials purchased, prices would range from \$5 to \$50 depending on the size and design.
- Q. What are the advantages and disadvantages of different types of dehydrators?
- A. Electric: Advantages
It gives the best food product because temperature can be thermostatically controlled and forced circulation can be used. It requires the least attention and is no flame hazard.

Disadvantages

It requires more strategic materials than other types and is the most complicated for home construction. It is more costly to build and is slightly higher in operating cost.

KEROSENE: Advantages

It produces about the same quality dried product as top-of-stove but provides for larger quantities. It is the simplest to build and least expensive to operate.

Disadvantages

It requires a heater in reasonably good condition and well cared for and requires frequent changing of trays at regular intervals. It requires considerable attention in adjusting the flame and the longest time to dry.

TOP-OF-STOVE (Insulated cabinet type): Advantages

This is the least expensive to construct, can be used with regular cooking stove, and the quality of the product is the same as with kerosene.

Disadvantages

It is limited in capacity, requires frequent changing of trays, and is a possible fire hazard. Removal from stove during meal preparation is necessary unless on a coal or wood stove; then it must be moved to back.

Additional information may be obtained by writing to the Division of Publications, U. S. Department of Agriculture, Washington, D. C. for Drying Foods For Victory Meals. Your local home demonstration agents, and home economists representing commercial concerns, will be able to give you advice concerning home dehydration in your own community. See page 7 of this issue for methods of cooking dehydrated foods.

EATING RIGHT -- AT HOME AND AT WORK

The importance of proper nutrition cannot be stressed too strongly or too often. Be sure that your listeners are well acquainted with the seven basic food groups, outlined in RADIO ROUND-UP on April 10. You've doubtless been reading about them...those of you who are home economists are familiar with the general classifications anyway, of course.

You'll want to cooperate with the Wartime Food Demonstrations which are to be held all over the country under the auspices of local Defense Councils...In one county in northern Idaho, a successful series of demonstrations has already taken place...The Santa Fe, New Mexico, nutrition committee has made available for the public a "Community Kitchen" where both food preservation and preparation demonstrations are given. The chairman speaks Spanish fluently, and instruction is given in both languages...We'll print news of these projects from time to time. They help to introduce new foods into regional and racial diets, check food waste, and make the best possible use of available foods.

Your listeners will be interested in the effect of improved nutrition on war production. A number of large manufacturing plants have established food service according to the recommendations of the Government's Nutrition in Industry Division. One plant reported that in the first two weeks after this food service was set up, production increased 10 percent, with a decided improvement in morale. Another stated that absenteeism was cut 19 percent in the first four months of a food program. This program included serving Victory Lunch Specials --- adequate meals supplying more than one third of the daily food needs. The cafeteria manager of a large airplane factory reported that they were meeting the need for new food habits under wartime rationing by serving more raw vegetable salads, more fresh vegetables and fruit, and milk, as well as weekly meat conservation lunches.

RATION STAMPS FOR MAY

Blue:

Blue stamps G, H, and J -- 48 points -- become valid for the purchase of processed foods today, and will be good throughout the month of May. Blue stamps D, E, and F expire on April 30. The "overlap" period makes it easier for housewives to shop toward the end of the month when their books may lack a sufficient number of ration points to buy the food they need.

* * *

Red:

Red stamps E, F, G, H, and J will be used for buying meats, fats, butter, other fats, oils, and canned fish during the month of May. "E" stamps become valid Sunday (April 25) and are good until May 31. The other stamps, totalling 64 points, will become valid on successive Sundays and will also expire on May 31.

* * *

Encourage your listeners -- especially those who have supplies of home-canned food -- not to spend more points than they need, even if they find some left in their books at the end of the month. Then the total food supply will go farther, and those who most need commercially processed foods will be able to get them.

* * *

Coffee Stamp 23:

It might be well to remind your listeners that the new coffee ration period, covered by Stamp 23, runs from April 26 through May 30. The OPA Administrator states that coffee drinkers can be positive of coffee rations at the present rate, and can even hope for a more liberal ration before long.

"THAT OLD BLACK MARKET..."

Representatives from every agency dealing with meat and livestock slaughtering gathered last Tuesday night in Pueblo, Colorado, to discuss the Black Market problem (as announced in last week's ROUND-UP). In the group of more than 75 people present were grocers, butchers, packers, home economists, and labor leaders. Members of the regional and state FDA offices, the USDA War Board, the Colorado Department of Agriculture, the OPA, and the Colorado Courtesy Patrol were also there. All pledged their full effort toward breaking up Black Markets in that trade area.

The meeting, first of a series to be conducted in the Rocky Mountain Region by the Food Distribution Administration, was given wide publicity by both the press and radio in Pueblo. Announcement of other meetings in this region will soon be made by Leonard R. Trainer, FDA Regional Administrator.

WAR RATION BOOK THREE

War Ration Book No. 3, which provides new stamps to replace those running out in existing books, will be distributed through the mails to more than 120,000,000 individuals in July. There will be no schoolhouse registration. Under a plan worked out jointly by OPA and the Post Office Department, the mailing of a simple postcard application will bring Book 3 to everyone.

Application forms, good for a single person or an entire family, will be dropped in every mail box by postmen between May 20 and June 5. The head of the house will fill out the cards, which are pre-addressed to OPA mail centers, for the entire family and post them between June 1 and June 10. OPA mail centers will begin sending out the books late in June. The center for this region in Denver, where it is expected that more than three million books will be issued. The distribution of the application cards and the new books is the biggest single job ever handled by the Post Office Department.

In announcing the "Direct Mail" plan, Price Administrator Prentiss Brown pointed out that Book 3 is only a replacement book. It contains a new supply of stamps to take the place of those now being used up. Those who are stimulated into panic buying by other rumors will be foolishly doing just what our enemies want us to do.

War Ration Book No. 3 combines "unit" stamps -- already familiar under the sugar, coffee, and shoe programs -- and "point" stamps -- such as housewives have been using to buy canned goods, meats, and fats for several weeks past. There are eight pages in the new book. Four contain a single alphabet of brown point stamps in the usual 8, 5, 2, and 1 values, while each of the center four pages holds 48 unit stamps with each page identified by units of armament planes, guns, tanks, and aircraft carriers.

No immediate use will be made of the new replacement book. The unit stamps will be used for coffee, sugar, and shoes when Book 1 runs out in the fall. The point stamps provide a safeguard against the possibility that the red stamps in Book 2 will run out before the issuance of Book 4. This latter book is in the drafting stage and will contain red and blue point stamps, much the same as in Book 2, and will be used for the same programs (processed foods and meats-fats).

At the present rate of "spending", the red stamps in Book 2 will be exhausted around October 1 and the blue stamps by the end of that month. Present plans call for the distribution of Book 4 during August or September. However, in case of unforeseen delay, the point stamps from Book 3 will tide consumers over.

Tell these facts to your listeners, and stop hard on any other rumors.

HAVE YOU GONE HUNGRY LATELY?

When the harassed homemaker is trying to figure the best way of spending her ration points...or hunting for the practically non-existent potato...or wondering what to use to take the place of some other fresh vegetable or fruit which is temporarily short...she probably feels a bit sorry for herself. Chances are she's in what might be called a black-market-mood! She's trying to drown out that little voice of conscience which tells her she has no right to pay over the ceiling price to get something she wants...or to take that extra can of fruit which the occasional grocer will slip into her basket without benefit of point stamps...or to swear she's going to use that peck of potatoes for seed, when she knows very well they're going right onto her dinner table.

Why don't you present for her consideration a few of the following facts and figures?

Rationing in Greece is practically non-existent...there isn't enough food to ration. Not even the monthly shipments of Red Cross food and Canadian wheat amount to enough to permit rationing, with the exception of bread, which is now slightly more than two ounces a day per person. Yugoslavia gets 20 ounces, Belgium 55, Czechoslovakia 62, the Netherlands 63, Luxembourg 70, Denmark, 82, and France 60. In many of the countries where the bread ration is larger, however, bread takes the place of more nourishing diet items, so that's no indication of a good food supply. Greece gets only the small Red Cross shipments of meat, butter and fats, milk, and vegetables. Small quantities of green vegetables and fruit are to be had intermittently in certain localities.

Butter is so scarce in occupied Europe that its place is generally taken by other fats. The ration for all fats in France is $2\frac{1}{2}$ ounces; it ranges from there up to $10\frac{1}{2}$ ounces in Denmark. This is a week's allowance.

In most of occupied Europe, milk in any form is so scarce that it either is rationed, or is given only to children...skimmed milk at that.

Small quantities of substitute coffee, from 2 to 3 ounces a week, are available to the average consumer in occupied countries. The ration in France, however, is only $1\frac{1}{2}$ ounces. Sugar rations range from $4\frac{1}{2}$ ounces in France to $10\frac{1}{2}$ in Denmark.

The British commonwealth of nations is much better off, of course, and food rationing depends on the supplies available in particular countries. Only sugar, coffee and tea are rationed in all of them. Milk is rationed only in the United Kingdom, where it is distributed after "priority" groups have been served. $2\frac{1}{2}$ pints a week is the fluid milk quota for a person without priority, but they make wide use of powdered milk for cooking. There also canned vegetables and fruit, dried and split peas, dried beans, breakfast cereals, rice, figs, prunes and plums are distributed on a point rationing basis. Meat rationing in Britain is based on prices...currently it amounts to about 23¢ worth of meat a week. This provides about 20 ounces of assorted meats, on the average, and in addition, four ounces of ham or bacon may be secured. The fats ration of the British is 8 ounces a week...2 ounces of which may be taken in cooking fats only, and 2 ounces in butter.

In Free China, food is so scarce it cannot be rationed. 168 ounces of rice per week are allowed to soldiers, however.

Maybe it wouldn't be a bad idea for some people to carry a list of those statistics around all the time...tucked away inside the new ration book holder, perhaps.

WORKING TOGETHER TO WIN

Here's an angle for you broadcasters to consider...recommendations for you to make to your listeners of ways in which they can work together to help win the war. Tell them to get acquainted with their neighbors...whether those neighbors live in the next house, the adjoining apartment, or miles away on the nearest farm. No matter how rugged an individualist a person is, wartime is the time for community or neighborhood cooperation, because that's often the simplest and most effective way to get things done.

Farmers are using their individual initiative to think out ways to help each other. They're lending farm machinery, salvaging parts of old equipment for their neighbors to use if they don't, pooling cars, swapping labor. They're really following the example of the frontier families who banded together for the common defense in times of peril. The solution of many problems is much simpler than that of the farm machinery shortage. For instance, one young mother might elect herself to be a one-woman nursery school, and take care of all the neighborhood babies while the other women are working away from home. Or a neighborhood meeting can be held to decide who should specialize on what in home gardens...each person to grow what he or she does best with...and then arrange for a swap as the crops come along. In many areas, the county home demonstration agents can be of much help in setting up such a project.

Many a town family will be working its Victory Garden this year, of course, and neighbors can certainly work together to save money and materials. Two families ought to be able to arrange their garden schedules so they can share the same garden tools...and they, too, will find that they can share their crops through exchange. Sharing experience is another reason for getting together over town gardens. Veteran gardeners have the opportunity of a lifetime to show the rookies how to make vegetable seeds grow to look like the pictures in the seed catalogues!

Town and country are coming closer together as they join in the fight against food shortages. The Women's Land Army already is in the process of organization, and is scheduled to help tremendously in supplying farm labor. A county in Indiana has organized what they call a "Women's Relief Battalion" to answer emergency calls from farmers to help with the crops. Each work crew in this battalion will have for a leader a woman who once lived on a farm. The President of the General Federation of Women's Clubs has asked all federated clubs to stay in session this summer, which means 2½ million women on the alert to help with the food production fight.

Announcements and other information will soon be coming your way about plans for organizing the U. S. Crop Corps. Radio's part in this campaign has been cleared with OWI. We hope you will cooperate with the local Extension Service agents who will handle Crop Corps recruitment and placement in your area.

This process of getting together won't stop at the harvest...there will be food to preserve, of course, by canning and drying. That means that veterans will have to help novices, and that pressure cookers and home dehydrators will have to be shared. Every man, woman, and child who's helping in the production of food must use food wisely and conserve it to win the war.

DIRECTIONS FOR COOKING DEHYDRATED VEGETABLES

The general principles to keep in mind when preparing dehydrated vegetables are: (1) Soak just long enough to plump, (2) Cook in the water in which soaked, (3) Simmer rather than boil, (4) Cook only until tender, (5) Use any left over cooking water, and (6) Season or combine in any recipe calling for the cooked vegetables.

Most dehydrated vegetables are improved by soaking, especially snap beans, dried beans, corn, potato slices or dices, squash, mushrooms, and tomatoes. The length of soaking is undoubtedly dependent on such factors as size of pieces, moisture content, variety of vegetable, stage of maturity when dried, the drying process and upon personal preference. Diced beets are plump in much less time than sliced beets.

Some dehydrated vegetables, however, require no soaking. Leafy vegetables such as spinach, kale, beet greens, and turnip tops may be dropped directly into boiling salted water and cooked in a covered pan until tender, about 10 to 20 minutes. Almost any shredded, finely cut or powdered vegetable, can be cooked without preliminary soaking. Some prefer the texture of cabbage soaked before cooking while others prefer the texture obtained without preliminary soaking.

Dehydrated vegetables may be put to soak in either cold or boiling water. The amount of water to use in soaking vegetables should be barely enough to cover the vegetable. There should be sufficient for reabsorption and cooking but not a great excess. Gently press vegetables down in the water so that floating pieces will be uniformly soaked with the rest. Keep the soaking period as brief as possible. Allow vegetables to soak only until they are plumped. Excess soaking results in a loss of flavor and aroma and provides an opportunity for bacterial growth. When long soaking is necessary, as in the case of dried beans, let them stand in a cold place.

Salt may be added to vegetables during soaking, while cooking, or just before serving.

Vegetables which require soaking should be simmered in the soaking water in a covered pan until tender. Stir occasionally to keep from sticking. Add more water when necessary to keep from scorching. 10 to 30 minutes cooking is usually sufficient.

Some of the vitamins and minerals are soluble in water and therefore pass into the cooking liquid, making it desirable to use the liquid. It can often be used to advantage in sauces, soups, or gravies. Sometimes, the cooking water from some dehydrated vegetables may be so strong that it will be unpalatable although the vegetable itself is good.

Cooked dehydrated vegetables should be seasoned to taste and served, or used in recipes like any other cooked vegetable.

Cooking Dried Fruits

Wash the fruit and cover with water. Soak about 1 hour. Longer soaking may be needed if the fruit is very hard and dry like sour cherries and blackberries. On the other hand, thinly sliced dried apples and apple flakes may require no soaking at all. Too long soaking draws out much of the flavor of the fruit.

For dried fruit sauce, keep the soaking short and the cooking slow. Make use of all liquid in which fruit is soaked.

PROGRAM NOTES

Pressure Cookers for Canning

State USDA War Boards will be responsible for rationing the 150,000 pressure cookers manufactured this year, as you've probably heard. Advisory committees to State and County Farm Rationing Committees will be set up, with State and County Home Demonstration agents, home economics teachers, and other who know about city and country needs for the cookers. In the issuance of purchase certificates, preference will be given to applicants who have formed neighborhood pools for the use of canning equipment, or who represent organizations -- church or garden clubs, for instance -- whose members plan to share a cooker.

Urge your listeners to start planning for canning now. Neither food nor equipment can be wasted this year. Cooperation and sharing are vital.

Tops for Food Jars

Tops may be available during the canning season for all the glass jars home-makers are saving these days. It isn't really safe, though, to promise that special lids for the small size jars will be available, since wartime situations may develop which will prevent these plans from being carried through. Suggest that women continue saving the jars in which commercially packed foods come, however, because those without the standard-size openings may be used for jams and jellies which can be sealed with wax, and covered with a lid that is not air-tight.

Facts About Fish Cookery

From that new Fish & Wildlife Service bulletin "Wartime Fish Cookery", (mentioned in RADIO ROUND-UP of march 20), come a few hints which you may like to pass on to your listeners.

Servings of fresh or frozen fish products are generally based on portions of one-third to one-half pound of the edible part per person.

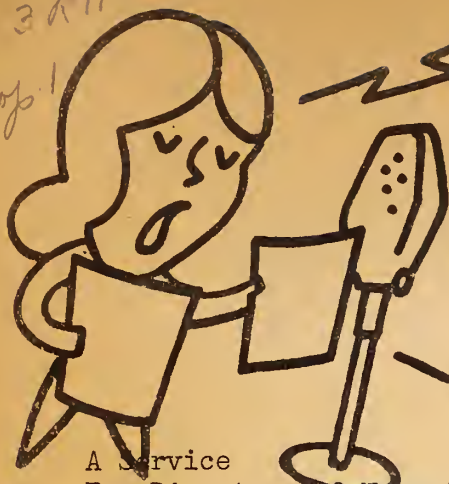
Many people believe that eating sea foods in combination with milk or milk products will result in illness. This is a fallacy, of course, since for many generations now, fish chowder, oyster stew, creamed fish, and a variety of other fish dishes using milk have remained popular. If illness should result from such combinations, it is only reasonable to suspect that at least one of the ingredients was either spoiled or contaminated, and not fit for food.

To remove any fish odor, wash hands or dishes in strong salt water, and rinse them well before using soap.

Point Value Bargains

Being business women yourselves, you broadcasters probably already have rejoiced over the recent cut in point value of those two meal-time life-savers... frozen foods and canned soup. It's comforting to have a few packages in the freezer of the refrigerator, and cans on the pantry shelf, to help out those nights when you're later than usual getting home to start dinner. These days, when women are working at all hours of the day or night, you're almost sure to catch a number of them at any broadcast time, and suggestions about getting meals in a hurry are sure to be appreciated.

1942
F3A11-D
copy



A Service
For Directors of Women's Radio Programs

Radio Round-up

on food.

No. 47
Denver, Colorado
May 1, 1943

"SOMETHING HOT, SOMETHING RAW..."

FOR NUTRITIOUS BOX LUNCHES

"Mrs. Homemaker" knows how to pack nutritious box lunches for her husband and school-age child. Her husband is employed in one of the 22,000 war plants in America that do not yet have an in-plant meal service. Though they hope soon to have a cafeteria there, he must still take his own lunch. Her son, although he doesn't need as hearty a lunch as his father, must also have a healthful meal to carry him through the day.

A carried lunch should be as substantial as a meal at home. Mrs. Homemaker tries to include more than one-third the person's daily food requirements in the ones she packs. That means vitamins and minerals as well as calories.

Two rules Mrs. Homemaker keeps in mind for healthful lunches are to include something hot and something raw. The "something hot" may be a small thermos of soup, cocoa, or stew. In hot weather she might substitute lemonade or tomato juice. For "something raw" Mrs. Homemaker uses raw vegetables as well as fruit. She packs vegetable or fruit salads in small tight-lidded jars saved for that purpose. Or she puts in raw carrot, turnip, or celery sticks.

She plans sandwiches with varied breads and tasty fillings. Since meat, cheese, and butter are rationed, she makes spreads that extend all three. Here, too, she uses raw vegetables -- chopped and combined with unrationed cream cheese or peanut butter.

Both husband and son supplement the lunch with milk purchased at work or at school. They finish off the meal with the cookies or cupcake Mrs. Homemaker has put in for extra energy.

US Department of Agriculture
Food Distribution Administration

(MORE)

Here are more sandwich suggestions:

Grind leftover meat with raw carrots, celery, and green pepper, or cooked vegetables. Mix with salad dressing, ketchup, or chili sauce. Or use chicken, ground with celery and gherkins. Leftover baked or fried fish, removed from the bone, may be used in a sandwich with watercress and Russian dressing. It also combines well with chopped celery, carrot, and green pepper.

Sliced cold meat loaf or hamburgers are good fillings, especially when mixed with cooked green beans, carrots, peas, or lettuce, raw spinach, or any crisp green. For vegetable sandwiches, try peas and grated raw carrots with lettuce; shredded cabbage with chopped beets, green pepper, and Russian dressing; chopped cabbage and nuts; grated raw carrot and peanut butter thinned with orange juice.

There is still plenty of unrationed cheese. Cottage cheese can be mixed with grated carrot, green pepper, or celery, as can cream cheese. There are still several ready-to-use cheese spreads on the market.

For sweeter sandwiches, cream together butter or substitute with honey; or mix cottage or cream cheese and jam or chopped prunes; or combine applesauce and cream cheese, letting it stand overnight to become firm. Fresh strawberries, sliced and sugared and made into a sandwich, are a tasty addition to the lunch box.

PRICES AND POINTS

Prices and points must come down together...that's what an amendment to Ration Order No. 16 says. No. 16 is the important order on meats, fats, butter, cheese, and canned fish, you know. This amendment provides that a retailer must lower the price of an item at least 25% below its established ceiling price before he may lower the point value. If the point value is lowered more than 25%, the selling price must be reduced proportionately below the ceiling. The retailer is not required in any case, however, to reduce the money price more than 50% below the ceiling. The ceiling and reduced money price must be posted along with the reduced point value.

For their own protection, it's well for consumers to be aware of this fact, and you'll probably want to incorporate it in some of your programs.

BUTTER-CHEESE ORDERS REVISED

With the idea of avoiding civilian shortages of these two important foods next winter during the low production months, the War Food Administration has increased the percentages of each to be set aside for Government purchase during May, June, and July--the high production period. The original order called for 30% of the butter to be set aside...this has been increased to 50%. The amount of cheddar cheese to be set aside has been increased from 50 to 70%.

During the period of seasonal decline, August to November, these new percentages will probably be decreased sharply. Thus a large part of the butter and cheese produced at this time will be left for civilian consumption exclusively.

SCHOOL LUNCH AID IS ENDED

Withdrawal of federal participation in community school lunch and "penny milk" programs was announced Thursday by Leonard R. Trainer, Regional Administrator of the Food Distribution Administration.

For several years, FDA has assisted local communities in their school lunch programs by making food available to them through cooperating state agencies. Recently, FDA made it possible for sponsoring organizations, such as the PTA and American Legion Posts, to purchase designated foods through regular trade channels. FDA then repaid the sponsor up to a specified maximum amount, providing certain prescribed nutrition and health conditions were met.

Although started in 1935 largely in low-income areas, the school lunch program was expanded to include children able to pay for their lunches. With the country at war, this was considered an important move, because many children could no longer depend on their homes to supply a nourishing noon meal. Mothers who formerly made a fulltime job of taking care of their families began spending their days in war industries, leaving no one to serve meals to children coming home from school at noon.

Almost 200,000 children in 2,912 schools in the Rocky Mountain Region benefited from the program last year.

POINT CHANGES

You've doubtless studied the new table of consumer point values for meat, fats, fish, and cheese and are aware of the 25 reductions and the 16 increases, all of one point each. Inasmuch as most of the reductions are on veal and pork variety meats, you broadcasters can help by featuring these on your programs. Many homemakers consistently overlook their high nutritional value. They are excellent sources of high quality proteins, certain essential minerals, and vitamins.

Liver, for example, is an important protective food. Pork liver, however, is not only more economical in price than calves liver, but requires fewer points. It contains vitamin A, the three B vitamins, and iron. Recipes and suggestions for the use of all the variety meats should certainly form a part of your program these days.

The reduction of salad and cooking oils from 6 to 5 points is also welcome news. So is the complete removal of the convenient bouillon cube from the ration list.

The increase of one point on several steaks and roasts of beef, veal, and pork makes these even more of a luxury for the average person, of course. The broadcaster who suggests the appetizing use of cuts which are lower in point value as well as in price is doing listeners a real service.

FOOD DISTRIBUTION ORDERS

More Spices For Home Canning

This year there will be an increase in home canning and preserving of products from Victory Gardens and expanded farm gardens. To prepare for the spice needs of these products, the War Food Administration announced that wholesalers' and manufacturers' quotas of black and white pepper, cinnamon, and allspice will be increased.

The quota for black and white pepper was formerly 45 percent of the corresponding quarter of 1941. Amendment No. 2 to FDO #19 raises the quota to 60 percent. The quota percentage for cinnamon (cassia) was increased from 30 to 40 percent. As the supplies of allspice--a spice produced extensively in the British West Indies--have recently increased, the quota level was raised from 100 to 115 percent.

However, there has been no change in the supply of black pepper and cinnamon, the spices normally obtained from the Far East. In order to maintain a desirable supply level, it is contemplated that the black and white pepper, and the cinnamon quotas will be reduced during the last two quarters of the year.

Save the Spuds

FDO #49, effective April 15, was issued to enable the Government to obtain urgently needed supplies of potatoes, and help provide growers with sufficient seed to meet increased 1943 goals. The Order controls the shipment of remaining stocks of Maine potatoes, between 5000 and 7000 cars or one-third of the Nation's present supply of the old crop, and requires that each shipper obtain a permit.

Wool

To assure effective distribution of wool for the fulfillment of war and civilian requirements, all wool which has not been sold by producers prior to April 25 must, with certain exceptions, be sold to and purchased only by the Commodity Credit Corporation, under FDO #50. This applies to both shorn and pulled domestic wool. The wool will be purchased through handlers on the basis of ceiling prices, less handling costs. It will then be sold to manufacturers at ceiling prices.

Regional headquarters for the wool appraisal work have been established at 1536 Welton Street, Denver, Colorado. James M. Routson is in charge.

Molasses

FDO #51, effective April 27, transfers control of molasses from the WPB to the War Food Administration. Deliveries of edible molasses from cane sugar refiners, raw sugar mills, and sirup mills, will continue to be limited to persons engaged in blending or packaging of this product, and to certain food manufacturers who used edible molasses during the year ended June 30, 1941. These receivers are limited to the amounts used by them in that year.

THE BLACK MARKET VS OUR SOLDIERS AND SAILORS

Does the black market in meat affect the meat supply for the Army and the Navy? The answer is yes. Army and Navy meat supplies depend on the fluctuations of the civilian market, and they are, therefore, subject to shortages brought about by black market operations. The Army buys for both services, which removes the element of competition for food by the two services. Both services, however, must guide their purchases by the quantities set aside for military use by the Food Distribution Administration, which, of course, amounts to rationing.

The 1943 requirements of the Army alone are estimated at about 2 3/4 billion pounds, which figures out to slightly more than four-fifths of a pound of meat per day for each soldier...to this is added an allowance for loss from cargo ship sinkings, and other losses brought about by war.

The Army has to feed military personnel at home and abroad, and the Navy has the even more difficult task of provisioning ships on the seven seas. Supplies for the armed forces depend on well-balanced normal markets...black market operations, however, mean unbalanced markets. Therefore, civilian patronage of black markets in meat should be recognized as exactly what it is...one very effective means of sabotaging the meat supply of our own soldiers and sailors.

DANGER IN THE RHUBARB PATCH

This spring has brought about increasing interest in the use of various plants for food. Many common field plants, sour dock, dandelion, and other less familiar ones...some of which we regard only as weeds...are being suggested as greens. There's an element of danger in this, however, and you broadcasters might well suggest to your listeners that they know their greens before eating them! We heard very recently of a homemaker, who, bringing home from the market some succulent pink spring rhubarb, decided to try a little experiment with the crisp, green leaves at the top of the stalks. The small ones looked so fresh and appetizing that she washed them and tossed them into the pot of greens she was cooking for dinner. Fortunately, before serving them, she mentioned to her husband what she had done. He is an employee of USDA, and remembered having heard somewhere that rhubarb leaves are poisonous...therefore, regretfully, they threw away the greens untasted, not wanting to take any chances. The following day, the husband made some inquiries and turned up the following interesting information, quoted from USDA Leaflet No. 126, titled "Rhubarb Production."

"Poisonous Qualities of Rhubarb Leaves"

"The succulent acid leafstalks of rhubarb make most excellent sauces and pies, and the question often arises about the use of the leaf blades for greens. Numerous cases of more or less serious illness and some fatalities have been reported in both Europe and North America from eating rhubarb leaves. These leaf blades were eaten boiled in the belief that they were a suitable substitute for the common greens, but owing to the high content of oxalic acid ...it is recommended that they be not used under any circumstances as food."

PROGRAM NOTES

Gas for Victory Gardeners

Victory gardeners planning to cultivate plots away from their homes will be eligible for extra rations of gasoline this summer, if they can show need for extra mileage, the OPA has announced. Mileage rationing regulations are amended to provide up to 300 miles for six months for Victory Garden travel, if the car owner is regularly cultivating a tract of vegetables of 1500 sq. ft. or more, cannot get to his garden any other way, and arranges, if possible, to share his car with other gardeners.

New Ceilings on Beef and Lamb

Retail ceiling prices for beef and lamb will be reduced one to three cents a pound below the ceilings originally scheduled to take effect April 15. The new prices become effective May 17 and will be uniform throughout the country for stores of the same type.

Earthenware to the Rescue

Ceramic bottle and jar tops are now being manufactured to take the place of critical materials formerly used for this purpose. A great many closures in the smaller sizes for prescriptions and drugs are needed, and a tremendous number for toiletries and cosmetics, as well as food, liquid wax, and other household items. This has brought about a new industry, in which four ceramic manufacturers are already engaged. An interesting feature of it is the ability to produce these earthenware tops in almost any color or combination of colors, and to incorporate designs in the closure. WPB announces that these closures may be made by ceramic plants with relatively little additional expense and without additional machinery.

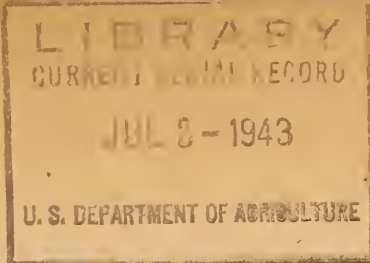
More Waste Fats Essential

The nation's meat dealers have been asked by the WPB to give all possible support to the Government's fat salvage program. Donald Nelson said: "It is absolutely necessary that we obtain a minimum of two hundred million pounds of waste kitchen fats in 1943. At the present time, collections are running at only about half this rate." You can help by reminding housewives frequently that the meat dealers are turning in every bit of fat which they receive from the kitchens of America, and it's up to the homemaker to salvage every drop not needed in her own kitchens.

How About Potatoes in the Victory Garden?

USDA's specialists advise that the best time to plant white potatoes is past in most of the southern part of the country, and that the average Victory gardener with a small garden will be wiser to use his ground for such vegetables as tomatoes, beans, and carrots anyway. These produce plenty of food in a small space and are easy to raise. The white potato is a bit more temperamental...requires good seed...in many sections needs a lot of fertilizer. It's encouraging that the reports on prospects for this year's white potato crop indicate that a greater acreage will be planted than last year...so the Victory gardener probably will be able to buy all he needs at his neighborhood grocery.

1.942
F3R11D
cap 1



Radio Round-up on food...

A Service
For Directors of Women's Radio Programs

Denver, Colorado
May 8, 1943 - No. 48

THREE SQUARES A DAY FOR THE YOUNGSTERS

- - - - -

Dr. Thomas Parran, Surgeon General of the U. S. Public Health Service, and Dr. W. H. Sebrell, Associate Chief of the Nutrition and Food Conservation Branch of FDA, appeared on a recent radio program in a discussion of food for the working adolescent, and brought out some very interesting and important facts. Dr. Parran recalled that about one-fourth...yes, he said one-fourth...of the 18 and 19-year-olds examined under Selective Service were found to be unfit for military duty, and that many of these rejections are undoubtedly due directly or indirectly to poor nutrition. He pointed out, too, that these youngsters grew up in an era of peace and relative plenty, and said he wondered what would be the physical condition of our wartime youth a year from now. Calling attention to the fact that two million boys and girls between the ages of 15 and 18 are at work today, and that when the schools let out for the summer, there will be many more, Dr. Parran said: "Food for these adolescents must provide the energy not only for their regular growth. It must provide for the extra demand their work will make on their bodies."

Dr. Sebrell then said: "I am sure that not enough parents give proper thought to the health of these youngsters. Of course, we don't want to hold back the young people anxious to get into war work; but we do want to make certain they are fit to do a good job, and that the work will not undermine their health."

Dr. Parran agreed with this statement, saying: "You are certainly right there, Dr. Sebrell. A great many fathers and mothers today worry about their boys in the Armed Forces, but give too little thought to the safety of the younger brothers and sisters working on the home front. They have less cause, really, to worry about the health of boys in the service. Our teen-age soldiers and sailors are the best-fed youth in the world. I am not so sure of the youngsters at home."

(M O R E)

US Department of Agriculture
Food Distribution Administration

Dr. Sebrell's rejoinder to this was: "Yes, I'm afraid we're falling down on that job. But we don't need to. All we've got to do is make sure our boys and girls get three square meals a day."

You broadcasters can help to meet the problem of three square meals a day, by presenting suggestions for good nutrition and properly balanced meals.

BEEF QUOTAS SUSPENDED

You've probably read about Amendment No. 2 to Food Distribution Order 27, which suspended for the month of May all temporary beef quotas and increases in beef quotas for butchers and local slaughterers. This amendment has two purposes...first, making more beef available to the Armed Forces (which in some cases have been unable to meet pressing requirements)...secondly, providing a more even distribution of available civilian supplies.

As you know, the temporary increases in butchers' and local slaughterers' quotas were granted under certain emergency conditions, with the idea of relieving local meat shortages. They accomplished this end in many instances, but they also resulted in the diversion of beef cattle away from slaughter houses on which Government agencies, including the Armed Forces, have to rely. This in turn resulted in a cut in the supply of beef available for Government purchase and for those consumers who depend primarily on inter-state shipments.

In the long run, beef will be much more fairly distributed on a country-wide basis, though some areas now receiving beef largely from local slaughter may experience a slight reduction in supply. The situation should improve as the beef now going into local slaughter makes its way to consumers through normal commercial channels.

BUTTER'S WORTH EIGHT POINTS EVERYWHERE

One way in which you broadcasters can be of real service to your listeners is to make sure they understand all the rationing rules and regulations. For instance, the family which has been buying butter and other dairy products from a farmer in the country for years may be continuing this practice...transportation difficulties allowing. We're wondering whether every such family and every such farmer understands, however, that an 8-point red stamp must be exchanged for every pound of butter purchased. The transaction which takes place outside of the regular market seems so much less formal that there might possibly be a misunderstanding. A pound of butter is worth 8 points wherever it's sold...and if those 8 points aren't given to the seller (for him to turn over to his local Rationing Board, of course), then the purchaser gains 8 points to which he really isn't entitled. This means an unbalancing of the rationing program, and is, in effect, a black market transaction.

COMMUNITY CANNING SUCCESS STORY

Here's an interesting story from Princeton, N. J., which may prove an inspiration to any group planning a Community Canning project...we present it for any use you care to make of it.

A committee was formed from all the local organizations interested in canning...hospital, schools, Red Cross Disaster Relief Committee, garden club, etc. Here's the way the activities were divided up, in the words of the Chairman of the Community Canning Kitchen:

"The Garden Club financed the project.

The Borough furnished garbage disposal and transportation when needed.

The Nutrition Committee of the Defense Council cooperated in innumerable ways.

The local newspapers gave us free space for advertising.

The Boy Scouts and the students of Princeton picked fruit.

The labor was all voluntary, not a penny being paid for it. Morning and afternoon shifts were formed from a cross section of the women of Princeton. The kitchen was operated from July 1st to August 28th, from nine to six o'clock, every day of the week except Saturday and Sunday.

All the produce that was canned was donated from private gardens, except the very small percentage that was brought in by individual women to can for their own use."

2,632 containers of various sizes were put up, of which 2,009 were donated to the schools, the hospital, the Disaster Relief Committee, and to the Welfare and Social Service Departments...all organizations in all. The following foods were put up: Apples, apple juice and sauce, and crab apple jelly; beets; carrots; cauliflower; corn; shelled, string, lima, and wax beans; damson jam; grape juice, jelly and butter; peas; peaches and sauce; plum jelly and marmalade; raspberries; tomatoes, juice and chili sauce.

In addition to the domestic science equipment and facilities, which the Board of Education allowed them to use, one 7-qt. pressure cooker and three 7-qt. water baths were purchased. Four various sized pressure cookers were borrowed from individuals.

The chairman reports that spoilage was negligible, not more than 20 jars having proved unserviceable. All recipients of canned goods were warned, of course, that food must be cooked for ten minutes before using. She went on to say: "We feel that the kitchen proved to be of inestimable value to the community, and that the work will be much greater this summer as a result of the point rationing of canned goods, and the Victory Garden program....We expect to have one paid worker who will be there every day, as we feel we must be sure of consistency in the method of handling the increase in production. We are a little concerned about pressure cookers, as many people who loaned their cookers last year do not feel that they can spare them or run the risk of wearing them out with no chance of replacing them. However, we have applied to our local Home Demonstration Agent, who is familiar with the kitchen's work last year, and she will do all she can for us."

In connection with this, you'll be interested to hear that two programs are under way for the establishment of community canning enterprises. The first plan involves the transfer of existing WPA food preservation equipment to FDA regional offices, which has been completed. This will remain in the hands of the sponsors of community feeding and community food preservation groups, on a loan basis. Equipment now in warehouses will be allocated through the regional offices of FDA.

Under the second plan, new equipment in the institutional or hotel size, (which is being manufactured from steel allotted for this purpose,) will be sold to communities who want to buy. Applications must be made by groups desiring this equipment, and allocations will be made to the regions on the basis of their need and what they already have on hand. The County Extension Agent and the State FDA supervisors will handle the applications for priority ratings.

We may as well face the fact that the supplies of canning equipment will be inadequate to meet the demand, which means that they must be used as effectively as possible. You will note, in the Princeton story, that mention is made of the fear that people who loaned their cookers to the community kitchen last year may not want to do so again this year. It's true that such use of home canning equipment is very hard on it, and for that reason, the institutional or hotel size is much more practical for community service. Wherever it is possible to obtain this, it will be well to do so, and reserve the home equipment for neighborhood use.

SOLVING THE SHOWCASE MYSTERY

Mrs. Homemaker is penny wise but not "point" foolish. Point values have recently been reduced for some of the variety meats. She knows these cuts containing no bone and little waste are an excellent buy -- for pocketbook or ration book. Besides, they contain valuable nutritive elements.

Before the war, the only of these meat specialties Mrs. Homemaker gave her family was liver, because she didn't know how to cook the others. This winter, with a shortage of the usual kinds of meats, she learned that delicious and healthful meals could be built around all of them. Now the butcher's showcase is no longer a mystery to her.

Mrs. Homemaker learned that methods of preparing these variety meats vary according to their own special characteristics; one type may have to be cooked a long time, another just a few minutes, and another may have to be "precooked" before actual preparation.

Brains and sweetbreads -- beef, veal, lamb, or pork -- are much alike in tenderness and texture. They are cooked and served in the same ways. Since they do not keep well, they must either be used immediately after purchase, or be "precooked." This is how Mrs. Homemaker precooks the meats:

First she soaks them in cold water for half an hour, and removes skin and membranes. Then she simmers them for fifteen minutes in water to which one teaspoon of salt and one tablespoon of lemon juice or vinegar for each quart of water have been added. The acid helps to keep them white. After being drained and dropped in cold water, the meats are thoroughly cooked and ready for any further preparation. Either brains or sweetbreads can be broken into small pieces and scrambled with eggs; reheated in a well-seasoned cream or tomato sauce; dipped in egg and crumbs and fried until a delicate golden brown; made into croquettes; used in salad; or dipped in melted butter and broiled. Without precooking, brains or sweetbreads may be rolled in crumbs, browned in fat, and braised slowly for about twenty minutes.

Heart and tongue -- beef, veal, lamb, or pork -- are less tender, requiring longer cooking. A beef heart or tongue, the least tender, serves twelve to

sixteen people or four people for three meals. A veal, pork, or lamb heart or tongue is smaller and more tender.

Both heart and tongue should be washed thoroughly in plenty of warm water. Some of the arteries and veins should be cut away from the heart. Soaking in sour milk helps to make the heart tender. It is usually cooked in water or braised. Mrs. Homemaker likes it best stuffed with a savory bread dressing and potroasted for three hours. Tongue should be simmered slowly in water until tender, and skinned; then it can be reheated or served cold with a savory or spicy sauce.

Kidneys, long prized by the epicure, have a delicate flavor, and Mrs. Homemaker likes to use them often in her menus. Before cooking, they should be washed and the outer membrane removed, then split through the center and the fat and heavy white veins removed. Then they should be soaked in salted water or marinated in a well-seasoned French dressing for an hour, to improve their flavor. Beef kidney, less tender than veal, pork, or lamb, must be cooked in water or braised. The others are tender enough to be broiled, or used in any other way.

When Mrs. Homemaker serves these meats, she knows her family is well-nourished. And beef, pork, and lamb are just as nutritious as the higher-priced and more expensive veal cuts. Heart is a rich source of iron for red blood cells, and phosphorus for sound bones and teeth; an excellent source of the B vitamins for growth, appetite, and steady nerves. Tongue and brains are a good source of iron, phosphorus, and the B vitamins. Sweetbreads are a good source of riboflavin (vitamin B). Kidney is a rich source of iron and phosphorus, a good source of vitamin A (for good eyesight), and excellent for the B vitamins. All contain good quality protein.

Mrs. Homemaker's point budget is easy to figure this week, since she uses several of the low-point variety meats. She "spends" 63 of her 64 red-point allowances for husband and two children for the week as follows: 1 lb. butter (8); 2 lbs. other fats (10); 4 lb. beef shoulder roast (bone in) (24); 1 lb. pork kidneys (2); 1 lb. calves brains (3); 1 lb pork liver (5); 1 veal tongue (1½ lbs.) (7); ½ lb. bacon (4).

LATEST NEWS ON HOME CANNING

As previously announced by Price Administrator Prentiss M. Brown, sugar for home canning is being allotted on substantially the same basis as last year - that is, one pound for each four quarts (or eight pounds) of the finished product, and by essentially the same procedure -- written application to the local board.

A top limit of 25 pounds of sugar per person is set in the new regulations, which become effective May 15. The OPA emphasizes, however, that the 25-pound figure is a maximum to be granted only in the relatively few cases where this large amount of fruit will be canned and preserved.

Last year there was no nation-wide ceiling over the amount that was allowed each person, but many local boards set individual limits of 10 or 15 pounds, while others granted individual amounts as high as 45 pounds. The new limit of 25 pounds per person assures more uniform treatment although it is not expected

that many families will apply for the maximum amount.

Within the 25-pound per person limit, any family can apply for sugar to put up jams, jellies, and preserves at the rate of five pounds per individual. This is a more generous allowance than last year, when sugar for preserves was limited to one pound per person. These spreads can be used extensively to stretch the butter and margarine ration.

Local boards throughout the country will receive written applications under the new provisions on and after May 15. No special form is required unless it is planned to sell the home product, and application may be made in person or by mail. The applicant must have War Ration Book One for each person for whom canning sugar, is sought, the total number of quarts or pounds of finished fruit she plans to put up, and the amount of sugar she wants to use for jams and jellies.

PROGRAM NOTES

No Strings Attached

If an ice cream dealer refuses to sell you ice cream unless you buy a certain amount of sherbet along with it, and tells you it's a government regulation, he's not only telling an untruth, but is doing something which has absolutely no legal basis. "Tie-in" sales are definitely prohibited by the OPA, unless such sales were a trade practice in March 1942. Therefore, no dealer can require a customer to buy sherbet in order to get ice cream in bulk, or a sundae in order to get a dish of ice cream, unless he's been doing that for a year or more past.

We've heard that some dealers are saying that this is a part of the ice cream order, issued early in the year by the USDA. As you realize, the purpose of this order was to save milk. In effect, it cuts the amount of ice cream which can be manufactured, in order to provide more fluid milk, and more of other important dairy foods. It contains no provision for any form of ice cream rationing, and any action of this kind is something the dealer does on his own responsibility.

Destroy the Old

Tell your listeners to destroy any unused red or blue ration stamps after the expiration date has passed. We've just learned that some dishonest retailers have taken those stamps from the books of customers and used them to build up their own inventories. If the stamps are not used before the expiration date, they should be torn out by the bookholder, and destroyed. Remember, unused ration stamps mean more rationed food available to those who need it. It might be well to remind consumers that they're actually doing the country a patriotic service by using fewer than their allotment of ration stamps.

Consumer Time

FDA's Consumer Time broadcast for May 15 will present the consumer and homemaker side of the new cents-per-pound ceiling prices on beef, veal, lamb, and mutton, going into effect nationally in 12 zones on May 17. The script will dramatize what the housewife can do to maintain a lower cost of living, protect her family against the black market prices, and help win the war by protecting the food supply so that every one may have a fair share at reasonable cost. J. S. Russell, FDA Deputy Director, will describe the part the retailer and consumer play in making the national meat control program successful.

This program is carried on Rocky Mountain Region Red Network stations at 10:15 a.m. Listeners who write in will receive a helpful shipping aid.

LIBRARY
CURRENT SERIAL RECORD

JUL 3-1943

U S DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

Rocky Mountain Region
1536 Welton Street
Denver, Colorado

May 15, 1943 - No. 49

A Service
For Directors of Women's Radio Programs

MAY 17 - WATCH FOR IT!

Monday, May 17, is the day of the cents-per-pound ceiling prices for specific cuts and grades of beef, veal, lamb and mutton become effective all over the country. OPA has divided the country into ten zones, and each of you broadcasters will want to become familiar with the price schedule in your particular zone. You'll find that the prices of all beefsteaks and roasts and several types of beef stew meat are reduced from those established in the original regulation. Lamb and mutton prices are reduced in some instances. Retail ceilings for wholesale cuts are lowered for each of the three kinds of meat. Prices of veal cuts and of beef hamburger are unchanged. Additional cuts of beef, veal, lamb and mutton are given specific ceiling prices for the first time.

As stated elsewhere in this issue of Roundup, these ceilings will help to hold the line, according to the policy established by the President's order of April 8. It is estimated that these ceiling prices will effect a slight reduction in the retail prices of meat, as shown in the February cost-of-living index, and the decrease from March and April index prices will probably be even greater. Maximum pricing by zones for the five grades of meat established for two broad divisions of retail stores. Prices are a bit higher for the smaller stores with higher operating costs.

The specific prices are tied to five grades of meat, and dealers are required to post the grades of meat they display and to segregate the various grades in their store displays. This will enable consumers to check the ceiling prices and will certainly do much to prevent hidden price increases. It will also make possible a much easier enforcement of the price regulation and in this way, will help the consumer to recognize a black-market in meat.

Meat grading has been carried on by the Department of Agriculture since 1926. The wholesale prices of meat are fixed according to grades by OPA and prices for different grades are fixed at retail. You might well tell your listeners to check

US Department of Agriculture
Food Distribution Administration

on the following points when buying meat:

1. Look for the quality grade stamped on the meat; if you do not see it, you can ask to see the grade stamped on the larger piece from which your cut was removed.
2. The letter-grade indicates that the meat was graded and stamped by a slaughterer; this stamp is required to appear only once on each wholesale cut. The grade-name, preceded by "U. S." means the meat was federally inspected, graded and stamped by officials of the USDA.
3. The round purple stamp on the meat saying "U. S. Inspected" means the meat was approved for food when it left the packing plant.
4. The slaughterer's permit number must appear on all meat not federally inspected.
5. Always compare the price and grade of the meat you buy with the ceiling price list posted in the store.

Following is the list of USDA grades and equivalent OPA grades.

<u>KIND OF MEAT</u>	<u>USDA GRADE</u>	<u>OPA GRADE</u>
Beef Veal Lamb	U. S. Choice	AA
Beef Veal Lamb	U. S. Good	A
Beef Veal Lamb	U. S. Commercial	B
Beef and Veal	U. S. Utility	C
Lamb	U. S. Cull	C
Beef	U. S. Cutters	D
Beef	U. S. Cannors	D
Veal	U. S. Cull	D
Mutton	U. S. Choice	S
Mutton	U. S. Good	S
Mutton	U. S. Commercial	M
Mutton	U. S. Utility	R

Cutter grade in beef is available in a limited quantity to consumers at some markets, chiefly in rib or loin cuts, occasionally in round steak. Canner, as its name indicates, is used almost exclusively by commercial processors for canned products, bologna, and similar items. Cull grade in veal, lamb and mutton corresponds in grade and use to both cutter and canner in beef.

OPA has announced, in connection with these price ceilings, new lamb and mutton grades, which, in general, are designated the same as in the case of veal. One new class, however, namely yearling, now appears for the first time in the lamb and mutton grading category. You may want to remind your listeners that, in general, lamb is meat from an immature sheep, up to one year old; yearling is from a semi-mature animal, one to two years old; mutton is from mature animals - those over two years old.

HELP AMERICA WIN! HELP SMASH THE BLACK MARKET!

Occasionally we have been inserting material in the Radio Round-Up pertaining to Black Markets. Those interested in smashing the Black Market in meat in the Rocky Mountain Region have already opened up with both barrels. Anti-Black Market meetings are under way in Clovis, Roswell, Raton, Las Cruces, and Albuquerque, New Mexico. More are being planned for Colorado and Utah. Eventually, the Black Market meetings may be held in other states in the region, namely, Montana, Wyoming, and Idaho. It would be well to constantly point out to your listeners that the Black Market in meat is a tool of Hitler's. It is taking meat from our boys on the fighting fronts of the world and giving it to those at home who are able to pay the price. In addition, it is cutting deeply into the supplies of meat earmarked and depended upon by the government for war needs, both on the fighting fronts and at home. Here are five points you can drive home in broadcasts concerning Black Markets:

1. The Black Market threatens public health with meat slaughtered and handled under unsanitary conditions.
2. The Black Market wastes valuable hides needed for leather.
3. The Black Market wastes glands needed for supplies in military hospitals.
4. The Black Market wastes bones needed for films essential to photographic needs of military forces.
5. The Black Market wastes by-products needed for livestock feeds and fertilizer by American farmers.

We can't underestimate the gravity of the Black Market threat. It's a job facing all of us on the home front.

CONTAINER SALVAGE PROGRAM

A Nation-wide program to encourage greater salvage and re-use of fresh fruit and vegetable containers and egg cases is being launched by the WFA. Food handlers, from producers to retailers, restaurant operators and others are being called upon to take all possible steps to make full use of containers already manufactured. Demand for containers is greater than usual, because of increased food production and increased export needs of the military forces and other Government agencies. At the same time, more direct war requirements for lumber, nails, and wire make it impossible to produce all the new containers that could be used. This means that all interests handling fresh fruits and vegetables and eggs will have to make a special effort to save and re-use every container possible to prevent loss of these foods through lack of shipping packages. Included in the list of containers for which salvage and re-use is to be encouraged under the program are: Various kinds of baskets including hampers and bushel baskets, wire-bound citrus boxes, wire-bound celery crates, L. S. vegetable crates, lug boxes, bushel boxes, citrus boxes, pepper crates, berry crates, lettuce crates, and egg cases.

FLASH!

OPA announced May 15 that plans are under way for simplifying the procedure of obtaining sugar for home canning. Certain stamps in War Ration Book One are expected to be validated for the purchase of a portion of the twenty-five pound allotment. This will eliminate immediate applications to local War Price and Rationing Boards. The sugar allowance coupons will then be used only for the balance of the sugar for those who need more than the initial allotment. Full details will be available soon.

SUGAR FOR HOME CANNING

With the announcement of the amount of sugar available for home canning this year, you broadcasters will want to assemble all the most practical information on home canning and preserving, in order to pass it on to your listeners. A top limit of 25 pounds of sugar per person is allowed under the new OPA regulations, which go into effect on May 15. The basis of this allotment is practically the same as last year...that is, one pound of sugar for each four quarts (or eight pounds) of the finished product. The 25-pound figure is a maximum, however, and it is not expected that a great many families will apply for as much as this. Since sugar is such an important rationed commodity, every homemaker should estimate her family's needs carefully before making application. Within the 25-pound per person limit, application can be made for sugar to put up jams, jellies and preserves at the rate of five pounds per individual. You will recall that last year, sugar for preserves was limited to one pound per person. The reason for this increase is the expectation that these products can be used more extensively as spreads for bread, and thus stretch the butter and margarine ration.

Another change in the system is the making of sugar allotments in the form of "Sugar Allowance Coupons", in denominations of 1, 3, 5, and 10 pounds. This will enable the housewife to spread her sugar buying over the entire canning season. Each Sugar Allowance Coupon will be marked with the serial number of War Ration Book One, and this book must be presented to the retailer for checking whenever one of the Coupons is used. Unless the numbers on the books and the coupons correspond, the sale cannot be completed. This, of course, will protect the homemaker, in event she loses a coupon, or has it stolen from her.

A list of questions and answers on home canning will be found in this issue of RADIO ROUNDUP, which may help you in answering the spoken or unspoken questions of your listeners. These also cover the questions of gifts of home canned foods, and their ration value, in event they are sold.

PECTIN PRODUCTION UP

Fruit pectin, that handy helper of the home jelly and jam maker, is expected to be available in sufficient quantity to meet civilian needs in 1943. At a recent meeting of FDA's Pectin Industry Food Advisory Committee, it was pointed out that the production of pectin this year is the equivalent of approximately six million pounds of the powdered product, nearly twice the normal output. Government requirements will be less than half of that amount, which should mean plenty of pectin for home jelly making. You'll probably want to pass this encouraging fact along to your listeners when you're talking about the new sugar allotment.

HOLDING THE LINE

The President's hold-the-line order is behind the CPA program recently launched, under which orders were issued in 130 metropolitan centers establishing cents-per-pound prices on more than a score of principal food products. These affect the smaller independent retailers, and you should watch for the community-wide, dollars-and-cents top prices which will be established for the large stores, certainly by the end of May.

The setting of dollars-and-cents ceilings, effective May 17, for every store in the country selling beef, veal, lamb, and mutton, was the second phase in the hold-the-line program. The third phase will bring the rollback of prices early in June on these meats, plus coffee and butter.

Before this reaches you, additional community-wide prices may have been announced on principal kinds and brands of canned vegetables and fruits. These prices will be set for all sizes of stores.

The OPA administrator says that the establishment of flat, community-wide price is the biggest step yet taken in decentralizing and simplifying price control. He points out that this action puts the enforcement of food price ceilings in the hands of the housewife, and of the price panels rapidly being added to the local war price rationing boards. He recommends that every shopper clip from the newspaper the lists of community price ceilings, and check these against the prices she is asked to pay. Violations should be reported to the price panels for investigation.

DATES WITH OUR GOVERNMENT

FOR THE WEEK, MAY 16, THROUGH MAY 23, 1943

RATIONING

Coffee

Stamp No. 23 in War Ration Book One is valid for one pound of coffee through May 30.

Sugar

Stamp No. 12 in War Ration Book One is valid for 5 pounds of sugar through May 31.

Housewives apply at local boards, beginning May 15, for supplementary rations for home canning.

Red Stamps

(For meat products, canned fish, most edible oils, and cheeses)

Red stamps E, F, G, H, remain valid through May.

Red stamp J becomes valid May 23.

Blue Stamps

(For canned, frozen, and certain dehydrated foods)

Blue stamps G, H, and J remain valid through May.

Price Roll Back

Price ceilings on beef, veal, lamb, and mutton become effective May 17. Revised price ceilings on all parts of processed hams become effective May 17.

QUESTIONS AND ANSWERS ON HOME CANNING

Q. Does the sugar allowance of "one pound of sugar to each four quarts of finished fruit" mean that I must can all fruit with the same weight of syrup?

A. No, but you must make an average of four quarts of finished fruit for each pound of sugar you get. You may, if you wish, put up some of your fruit or fruit juices with no sugar at all, and make a heavier syrup for certain others.

Q. Must I declare the number of quarts of fruits and vegetables I have on hand when I apply for sugar for home canning?

A. No. However, the available supply of sugar for home canning is limited, and local boards may ask for information about your supplies and needs of home-canned fruit in deciding how much sugar you will receive for this season's canning.

Q. Why are sugar purchase coupons being issued in small denominations of 1, 3, 5, and 10 pounds?

A. To encourage consumers to buy sugar only as they are sure they need it. This will help save limited supplies of canning sugar, and at the same time make shopping easier for women who can and preserve in small quantities.

Q. May I ask a friend who has a pressure cooker in her kitchen to do my canning for me, if I supply all ingredients, and get back all of the finished food she puts up, without surrendering ration points?

A. Yes. If you contribute either the ingredients or the equipment or part of the labor required to can fruits and vegetables, you may acquire them without surrendering ration points.

Q. Must I give up ration stamps for canned foods which the local cannery processes for me, if I supply the ingredients?

A. You may acquire 100 quarts of such foods point-free for each person in your family, if you or your family raised the fruits or vegetables. However, these foods are considered commercial products, and if you acquire more than the 100 quarts per person, or if you wish to sell them, you must pay and collect points for them at the point value of commercially canned foods -- as given on the Official Table of Point Value of Processed Foods.

Q. May I give away as many quarts of home-canned vegetables as I wish if they require no sugar in canning them?

A. No. But each person in your family may give up to 50 quarts of home-canned fruits and vegetables without collecting ration stamps. If you wish to give away more than that, you must collect ration points from the person to whom you give them, although you need not ask for money payment for this food unless you wish.

Q. How many jars of jams and jellies may I give away?

A. Jams, jellies, and preserves are not rationed, and you may give away as many jars as you can spare out of your allowance of five pounds of sugar.

Q. What is the point value of home-canned food?

A. Home-canned food has a point value of 8 points per quart and 4 points per pound or per pint.

Q. May I sell canned fruits which someone else puts up for me?

A. Yes. But you must collect ration stamps at the rate of eight points per quart for every sale you make, regardless of who does the canning.

Q. I usually can several hundred quarts of fruits and vegetables to sell through the local farmer's market. May I continue to do so under rationing?

A. Yes. You may continue to sell home-canned fruits and vegetables, but you must collect 8 ration points for each quart sold.

Q. What do I do with the ration stamps I collect for sales I make of home-canned food?

A. You turn the ration stamps in to your local ration board any time during the first ten days of the month following the sale.

Q. Must I make any special report when I turn in the ration stamps I collect for foods I sell?

A. No. But you must keep a record of your sales.

Q. May I buy canned fruits and vegetables directly from the local canning factory?

A. Yes. But these cans are commercial products, and you must give up the same number of ration points for them as you would if you bought them at retail. The canning operator may sell them to you at a reduced dollar price if he wishes.

FOOD WHEN WE NEED IT

The essential purpose of each Food Distribution Order is to distribute food supplies in the best manner possible, and we think you may like to tell your listeners this once in a while. It's often difficult for the average consumer to make a direct connection between a Government order and her own personal affairs. For instance, FDO 17.1, issued recently, provided in general that all the raisin variety grapes grown in the raisin belt in California be converted into raisins. These are considered extremely important from a military standpoint, because they're a food which can be shipped and stored easily. If it had not been for this order, many of these raisin variety grapes would have been used for wine, or perhaps sold fresh. Now, however, they are directed into a channel in which they will contribute much more food for our fighting men,

One of the earliest orders issued, FDO 3, is another example of the purpose of food orders generally. You may remember that one provision of this order prohibited canners from selling canned grapefruit juice during the first three months of the year, while there was plenty of fresh grapefruit. Now that there's less of the fresh fruit in the market, however, we're glad to have the canned juice to fall back on. The heavy demands of civilians as well as the military on our food supply makes this type of regulation increasingly important.

SOYA AS A HOME FRONT FOOD

You've probably been hearing about soya products we are sending to the hungry people of Greece, Russia, and other countries, and perhaps wondering what is being done about these products for our own people. In a radio broadcast Mr. Don Payne, Senior Technologist of the Grain Products Branch, USDA, recently told homemakers that they could not expect any great volume of soya products until the fall. However, plans are being made and expansion is predicted.

Mr. Payne said that the Department aims to get soya products in stores all over the country just as fast as it is possible. It is too early to say just what the manufacturers will put on the domestic market. But from present plans -- some of the mixes will be in our stores -- maybe breakfast cereals, soups, pancake mixes -- maybe biscuit preparations too. There should be soya flour and soya grits in the stores too. There will be two types of flour... Some with all of the natural oil of the beans...some of a low fat type, which means most of the oil has been removed in the processing. Of course, the oil will be used for other wartime purposes.

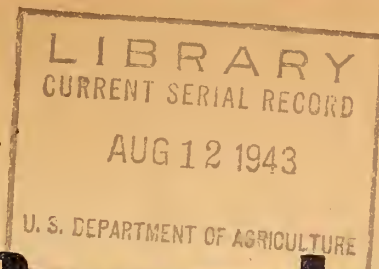
Grits are simply flour in a coarser form. Homemakers will mix them with other foods -- much the same way that food companies will use soya in the prepared mixes. Homemakers will probably use the soya products in quick breads, gravies, stews, with breakfast cereals, and meat loaves. They will not use them in place of wheat, rye, or any of the new common flours. The main purpose of soya flour is to build up the protein of other foods.

According to Mr. Payne, the story of soya products is definitely one of nutrition. Soya products are packed with high quality protein -- that means they're the type of foods children need for good growth -- the type adults need to keep muscles and tissues the way they ought to be. The harder the work for war workers, and soldiers, the more high quality protein foods they need. This is all part of the reason we're trying to make just as much of the soya products as possible available for the United Nations and the folks at home.

As for an actual prediction of soya products that will be available for homemakers, it can only be an estimate. By the middle of the fall the increase should start. The nation's capacity for making these products is at present only about 400 million pounds annually, and all of this, or almost all, has been required for shipping. But by December, according to our expansion program, the capacity will be one billion 400 million pounds annually. A reasonable amount of this will go for domestic uses -- the rest for the armed forces and Lend-Lease. Most of the plans for this expansion are already made and homemakers in our own country may expect to have the products to serve to their families within a few months.

NEW WFA ADMINISTRATORS

J. B. Hutson and Roy F. Hendrickson have been appointed as members of the executive staff of the War Food Administration, Chester C. Davis, Administrator, has announced. Hutson, as Associate Administrator, will supervise food production and will also continue as president of the Commodity Credit Corporation. Hendrickson, as Deputy Administrator, will supervise the work of the WFA in the field of marketing services, distribution, and food procurement, and the general line of activities carried on by the Food Distribution Administration, which he continues to head as Director.



Radio Round-up

on food... ²⁵₃₀

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
1536 Welton Street
Denver, Colorado
May 22, 1943

CANNED FRUITS - VEGETABLES RELEASED

The quantity of canned fruits and vegetables that canners must set aside from 1943 production for government requirements was sharply reduced May 20, by the Food Distribution Administration.

These reductions amount to approximately 7 million cases of canned fruits and juices and 23 million cases of canned vegetables. The reductions principally are for corn, peas, spinach, tomatoes, snap beans, fruit cocktail, sweet cherries, peaches, pineapple and pineapple juice.

The reduction in the quantities to be set aside for government use will mean a net gain for civilians of 30 million cases above what they otherwise would have received from the 1943 pack.

Current point values for canned fruits, vegetables, and juices are not immediately affected by the change in government requirements.

Smaller set-aside percentages were possible in view of other types of processed foods not available in 1942 but which will be available in 1943. These include frozen and dehydrated vegetables and the fresh and processed foods which will be produced at overseas points. Also the fact that 1942 packs were larger than estimated on February 19 when the order was originally issued enabled the percentages to be decreased in some cases.

Concurrently, the FDA announced canners will be permitted to pack for civilians some canned fruits and vegetables which formerly were restricted to government requirements under terms of WPB Conservation Order M-81. These include such products as apples, applesauce, blueberries, beets, carrots, and pumpkin.

US Department of Agriculture
Food Distribution Administration

THE AA, A, B, C's OF EGG GRADING

Ever since the new egg grades and price ceilings on eggs were established last March, we've been intending to give you some information about the manner in which grades are established. We feel that you may like to have this in your files for reference.

The four grades as you know, are AA, A, B, and C. The quality of an egg is measured by its desirability for human consumption...it has to do with the flavor, and the appearance, both exterior and interior. The appearance of the exterior is judged by the cleanliness of the shell, its freedom from cracks and breaks, and its shape. The interior quality is judged by candling. In case you're not sure exactly what candling is, and what it reveals, perhaps you'd like this explanation from an expert on eggs. Candling consists of holding the egg before a strong light in such a way that the rays of light penetrate the egg to a considerable extent, thus enabling the condition of the interior contents to be noted. The candling process reveals the size of the air cell, which is an indication of the quality and condition of the egg. The air cell is in the large end of the egg, and a large cell indicates excessive evaporation, due to poor keeping conditions...high temperatures, too long time in handling in the warehouse under improper temperature and humidity. There is a definite measurement of the size of the air cell in an egg. For Grade AA, this must not exceed $1/8$ inch in depth; for Grade A, not more than $2/8$ inch; for Grade B, not more than $3/8$ inch; and Grade C may be over $3/8$ inch in depth. Probably most retailers will carry at least two grades of eggs, depending upon the type of store.

You may have wondered whether the size of an egg is considered in establishing the quality. The answer is that it affects the price only. All four consumer grades mentioned will be found in all sizes of eggs.

As you probably know, there are five egg sizes, or weight classes, each with a minimum weight set up per dozen of eggs. We gave you this table in RADIO ROUND-UP some time ago, but are repeating it now, in order to make this story complete:

Jumbo	28 ounces	(minimum weight per dozen)
Extra Large	26 ounces	(minimum weight per dozen)
Large	24 ounces	(minimum weight per dozen)
Medium	21 ounces	(minimum weight per dozen)
Small	18 ounces	(minimum weight per dozen)

Large and medium are the sizes commonly found in most markets. Small eggs, (most of which are laid by pullets) are usually found in the fall months. In addition to the above named weights, the Office of Price Administration has established a "pee wee" weight class for small eggs weighing less than 18 ounces, per dozen.

Under the present price ceilings, the price of eggs is fixed for each week of the year. It will not necessarily be the same for any given week in different parts of the country, but the grade quality must be the same. Remember too, that while eggs cannot be sold for more than the fixed price set for each grade, they may be sold for several cents below this price, depending on several factors. Consumer grading, with corresponding fixed price ceilings, is definitely a move in the consumer's favor. It means that he will now be able to buy the quality and grade of eggs he desires at a price he can afford to pay.

WAR RATION BOOK THREE

Are you hearing lots of rumors about the new War Ration Book Three...what it's to be used for...what color the stamps are...when they're to be used...and so forth? Well, even though distribution is not to start until sometime in June, we're presenting the facts right here and now, so that you'll be able to answer questions.

In the first place, Book Three contains stamps to be used when the ones in Book One and Two run out...both the unit stamps, for coffee, sugar and shoes... and point stamps, for processed foods, meats, fats and cheese. This book has eight pages; four of them are point stamps, which are brown instead of red and blue, but which have the same point values as those in Book Two. The four middle pages are of black and white unit stamps, 48 to a page, all numbered the same, but easily distinguishable from each other by the designs of planes, guns, tanks and aircraft carriers which identify each page.

As you've heard, no doubt, Book Three is to be distributed by mail. People won't have to go to the school house to get it. Postcard applications for the book will be delivered by the mailman. To take care of those who don't have their mail delivered, postoffices will have supplies of the applications on hand. The card will have three parts; the first will be an identification stub, which the applicant will tear off and keep; the second part has a place for the name and address of the head of the family; the third part contains space for writing the names of all members of the family for whom books are to be issued. All parts of the card contain the same serial number, you see, so the identification stub will be a means of checking back in case a family doesn't receive the ration books.

It's estimated that this procedure will save a tremendous amount of work for the ration boards...instead of about two million volunteer workers, only about fifty thousand will be required to handle the distribution of the books by mail. The country is divided up into 8 regions; each region is broken down into separate states; one city in each is designated as the mailing center. This center will set up files with the third part of the application card, so that any possible duplication of ration books would be revealed the moment two cards for one person appeared in the file. In case somebody's wondering why the first two ration books were not distributed in this way, you might remind them that there was the little matter of declaring stocks of food, removing stamps and all that.

War Ration Book Three is really a sort of emergency book...it may not even be necessary to use it for canned goods and meat. Book Two, covering these commodities, is expected to run out about the first of October, and by then Book Four probably will have been distributed. This contains red and blue stamps, and is just like Book Two. Book Three is being issued primarily for the unit stamps it contains, as the sugar, coffee and shoe stamps are expected to run out first. Book Three, therefore, will be on hand, ready to replace Book One. It's really easy to remember...just connect the even and the odd numbers in your mind. Book One will be replaced by Book Three; Book Two by Book Four. Think of those brown stamps in Book Three as a possible bridge between Books Two and Four.

HOW MUCH MEAT FOR WORKERS?

That's a controversial subject these days, and perhaps you'd like to know what Dr. Robert S. Goodhart, Chief, Nutrition in Industry Division of FDA, has to say about it. He recently made this statement: "It would help workers to make the necessary adjustments in their food habits if they realized that there are foods other than meat which provide protein. Some workers do not seem to realize that poultry and fish are as valuable sources of protein as the rationed meats."

Leading nutrition and medical authorities say that one and a half pounds of lean meat a week is enough to maintain the health of any hard working man, provided that a variety of other foods are included in the day's meals. The foods recommended are poultry, eggs, fish, cheese, wholegrain or restored cereals, bread, peas, dried beans, lentils, soybeans, peanuts and other nuts, green and yellow vegetables, fruit and milk. For instance, an ounce and a half of chicken has more protein value than an ounce and a half of lean beef. Halibut has nearly as much protein value as the lean beef. A glass of milk provides 87.5% as much protein as an ounce and a half of lean beef.

As an aid to maintaining war workers' health, the Nutrition in Industry Division recommends that adequate food services be provided in plants and at mines, to supply workers with the additional meat and other foods available to them under the rationing program.

OPA regulations provide for food to be served in cafeterias or restaurants, in addition to the individual ration allowance. Additional rationed processed foods are now being provided for those isolated workers in areas where necessary supplies of fresh fruits and vegetables are not available. Regional representatives of the Nutrition in Industry Division, in the seven FDA Regional Offices, are now visiting war plants, giving practical advice on the service, equipment and menus necessary to provide adequate mid-shift meals for war workers.

NEWS ABOUT STAMPS

OPA has announced that blue stamps G, N and J will be usable through Monday, June 7, thus avoiding the month-end as well as week-end rush of point shopping. Blue stamps K, L and M become valid Monday, May 24, the usual time, and are valid through July 7. There is a change in the handling of red stamps this month. Both stamp J, valid May 23, and K, valid May 30, remain usable through June. In April, you will remember, only the final red stamp was carried over into May. Be sure to make this clear to your listeners.

HOW TO GET CANNING SUGAR

Here's the news about the first allotments of canning sugar. Beginning Monday, May 24, you can get five pounds each on stamps 15 and 16 in War Ration Book One. These can be used any time up to October 31, which means you can stretch your canning and preserving over the period that begins with strawberries and ends with cranberries. If more than this ten pounds of sugar per person is needed for canning, application should be made to the local War Price and Rationing Boards, as originally announced.

Tell listeners to read the fine print on the application cards for War Ration Book Three. They'll discover it says applications for this book are not to be made by persons in the Armed Services, whether or not they eat in an organized mess. This applies to uniformed men and women who may be living at home and

and using their present Ration Books to buy food. The reason, OPA explains is, Book Three is a replacement book only, and will not be in use for some time. At anytime, of course, members of the Armed Services may be transferred elsewhere, or sent out of the country. Plans will be announced later for these people to obtain Book Three if needed.

PROGRAM NOTES

War Meat Board

As you've heard, a War Meat Board has been established by the War Food Administration and the Office of Price Administration. The nine members of this board have not been named at the present writing, but will be announced soon. They will consist of representatives of the Government and of the meat industry, and will serve as a "nerve center" for the entire meat management program, operating from Chicago. One of the most important duties of this War Meat Board will be to assure the armed forces and Lend-Lease of the meat needed, as well as to arrange for the equitable distribution of meat to civilians. The first regular meeting of this board probably will be held just about at the time you are reading this issue of RADIO ROUND-UP, and we will give you more information next week about the developments.

Keep 'Em Moving!

That's what the War Food Administration intends to do with the fresh vegetables as they come into plentiful supply. Every effort will be made to move vegetables from the area of production to the markets, and from the markets to the dinner tables of consumers all over the country. When any fresh vegetable is in heavy supply, WFA will cooperate with trade and consumer organizations to focus attention on it. Retailers will be asked to feature it in their stores... you broadcasters can help by making it a feature of your programs...and it is hoped that consumers will make full use of that vegetable while supplies are plentiful. Right now, for instance, there are generous supplies of carrots and snap beans in most parts of the country.

As other crops come along, everything possible will be done to assure their being used fully. If necessary, WFA will purchase vegetables and have them processed, thus making them available later in the year. All purchase operations will be handled through regional offices of FDA.

Military Victory Gardens

Remember that we told you in a recent issue of ROUND-UP about the gardens under cultivation by our soldiers in many parts of the world? Well, the Army and Navy men here at home have planted hundreds of acres in Victory Gardens at training camps, hospitals and other military establishments throughout the country. These projects have been authorized by the War and Navy Departments, of course, and seed comes from stockpiles maintained by USDA. Work which requires farm machinery will be done by hiring and borrowing equipment from neighboring farmers....though in some cases, soldiers may use their jeeps for plowing.

For instance, the Navy's mine-laying school at Point Patience, Calvert County, Maryland, has a complete vegetable garden, plus 60 acres of soybeans. It has been noted, by the way, that the armed services show a heavy preference for green beans, though they've also planted carrots, onions, spinach, chard, beets, radishes, lettuce, lima beans, and other vegetables.

FOOD FROM THE FARM

Do you ever stop to think how much the city homemaker depends on the country homemaker for several important items on her shopping list? Eggs, vegetables and milk are three standbys, all of them good nourishing foods that aren't rationed either.

About 90% of all the eggs on the market come from farm flocks, and these are usually tended by the women. Egg production was 20% higher the first two months of this year than during the same period in 1942...and last year was the all-time record, mind you.

Women are farm gardeners too, and the determination of farm women to grow and can as much as possible makes America's eating prospects better than they would be otherwise. Farm gardens help supply the extra demand for fresh vegetables brought about by rationing. More farm gardens mean more vegetables for farm families to eat fresh and to can. And remember, home-canned goods in the country kitchen add to the nation's total canned-food supplies.

Farm women always have helped out with the dairying, and now, with labor shortages, and more dairy cows on the farms today than there were a year ago, there's even more work for the farm housewife. Before the milk appears in that cold, shiny bottle on the doorstep, there's the work of feeding and watering the livestock, the actual milking, and delivering the milk to the dairy.

It's well to remind city people occasionally of their dependence on the farm. Sometimes we all forget that the food doesn't grow right in the store, so to speak.

FOOD FOR MAN'S BEST FRIEND

The owners of Seeing Eye Dogs, or other similarly trained dogs, needn't worry any longer about the possibility of short rations for their guides. Amendment 24 to Ration Order 18 (under which meats are rationed), will solve this problem. This amendment provides that limited quantities of rationed meat will be made available for feeding these dogs, when horsemeat cannot be obtained. Local rationing boards may, at their discretion, give an applicant up to 12 extra points weekly to provide the dog with a basic meat ration.

You broadcasters are sure to have blind persons in your listening audiences, and you may do them a valuable service by broadcasting this information. Tell them they may make application in person, through an agent, or by mail. When the dog's owner does not apply in person, the application must be accompanied by a statement from a state board or commission for the blind, or some similar agency, certifying that the dog has been specially trained as a guide dog. The application must also show that the dog has been fed entirely or in substantial part on meat; that the applicant has not been able to obtain horsemeat as a substitute; that if the diet of the dog does not include meat, its efficiency as a guide will be materially impaired during the period required to adjust it to a meatless diet. The amount of meat required weekly and the length of time that the ration will be needed also must be stated. Three months is the maximum period for which the ration may be granted, but another application may be made if the blind person can show good reason for a further point allotment.

Adequate meat substitutes are believed to be available for feeding pets and other animals, but blind persons might well have difficulty in getting these substitutes, and in training the dogs to accept them. This action by OPA is sure to be good news to those whose freedom of movement, even livelihood, may depend on such dogs.

Reserve

1.942
F3R11DLIBRARY
CURRENT SERIAL RECORD

AUG 10 1943

U. S. DEPARTMENT OF AGRICULTURE



Radio Round-up

on food

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
1536 Welton Street
Denver, Colorado
May 29, 1943 - No. 51

KNOW YOUR STUFF BEFORE YOU SHOP

Tell your listeners that now's the time to begin to pay attention to those purple stamps on the meat they buy—perhaps you'll say the stamps that should be on the meat they buy. As we've told you, and as you've heard from many other sources, the meat rationing regulations require that all slaughterers, including farmers, must be licensed, if they slaughter meat for sale. This permit number must appear on all large wholesale pieces. The permit stamp P 176, for example, indicates that the slaughterer is registered and that his meat is going to regular, established buyers. Shoppers won't find this stamp on retail cuts, but if they look around the shop, they should see the large wholesale meat cuts carrying it.

The inspection stamp indicates that the meat has been inspected for sanitary slaughtering conditions and health of the animal. This is a round stamp reading "U. S. Insp'd & P'S'D" when it appears on fresh or cured meat. When it's printed on canned or packaged meat products, it reads "U S INSPECTED AND PASSED BY DEPARTMENT OF AGRICULTURE." In both cases, it means that the meat was U. S. inspected and passed as wholesome food during all stages of preparation and processing at the packing plant.

Then we come to the grade stamp, which indicates the quality of the meat. If the meat was graded by an official of USDA, it's the so-called ribbon stamp, running the full length of the carcass, so that part of it shows on each retail cut. The letter grades, which correspond to the U. S. Grades, indicate that the meat was graded and stamped by a slaughterer. In the May 15 issue of Radio Round-Up we gave you a table of the grade names as applied to each kind of meat.

Homemakers should understand that Federal meat inspection is mandatory only for meat which enters interstate commerce from the slaughtering plant. Therefore, from farmers, consumers should be informed about the permit stamp that farmers are required to use, and should look for it. Remember, meat that doesn't bear one of these stamps is almost sure to be Black Market meat.

US Department of Agriculture
Food Distribution Administration

(More)

You broadcasters can also help consumers to become acquainted with the meat ceiling prices - pointing out which zone they are in, and explaining the differences between the two prices for the two different types of stores. Tell consumers to check the price they're charged for meat against the ceiling prices posted in the store, and to remember that it can be lower than the ceiling price but must not be higher. If a butcher charges more than the ceiling for meat, or offers to let a purchaser have it without taking red ration stamps in return, that's a further indication that she's in a Black Market. An army of informed shoppers is our best protection against the enemy.

BUY YOUR WINTER SUPPLY OF COAL NOW!

You may wish to bring this to the attention of your listeners: Don't wait until cold weather comes to order your coal. It may be too late. Your government has pledged to keep the coal mines operating. But whether or not coal reaches your bin depends on you. Your best assurance of an adequate supply, when freezing weather hits, is to order now. Today you can get the type you want. Next winter you may have to take whatever is available at your dealers'.

If you use coal and plan a lot of cooking and heating this winter -- better get your supply in order now. The health of the family depends a great deal on sufficient heat.

Here in the West the government and the railroads are going to need increased supplies of coal next winter. That means less coal available for you. And here's another point: Manpower for the production and distribution of coal is limited. Conserve that manpower for victory by ordering coal when it can be delivered more conveniently.

EXTRA RATIONS OF RED STAMP FOODS

Loggers, miners, prospectors, fishermen, sheepherders and others who live or work a long distance from population centers are now eligible to receive extra allotments of points for rationed meats and fats. Certain types of eating establishments in isolated areas are also eligible for such extra rations. Persons requiring these supplemental rations, must apply to the Regional OPA office, or to local War Price and Rationing Boards. Certificates, not stamps, will be issued to cover these additional allotments.

The maximum amount which can be authorized is 1.8 points per person per day but the allowance will be based on need, rather than desire. (Refer to the story "How much meat for workers?" in May 22 Round-Up). If limited amounts of fresh fish, poultry and eggs are available to the applicant, a smaller allotment will be made. Temporary local shortages will not be a basis for granting extra rations. It might be well to explain this, in view of the current scarcity of poultry in many sections.

Individual consumers may apply to their local boards, in person or by mail, on OPA Form R-135. One application covering several consumers may be made but the name of each person must be listed on the application. This includes those who eat in boarding houses and similar establishments classed as group one; institutional users under General Ration Order #5. Institutional users, such as restaurants and hotels classed in group III under General Ration Order #5, may make application in the same way.

ENRICHED BREAD AND FLOUR

Here are some questions and answers on enriched bread and flour which we hope you'll find helpful. With the constantly increasing emphasis on proper nutrition, you should get the story of enriched flour across to your listeners. As you probably remember, one of the provisions of Food Distribution Order #1, the Bread Order, is that all white bread made by bakers must be enriched to approved nutritive standards. Thus, the purchaser of bakery bread is benefitted, whether she knows it or not. It's important for her to use enriched flour for her own baking, however, and not all the flour sold in retail stores is enriched. We believe you broadcasters have a job to do in explaining the whys and wherefores of enriched flour.

Q. Why is white flour enriched?

A. In making white flour, part of the grain is removed during the milling process. By discarding this part, important food elements necessary for good health are lost! So white flour must be enriched with laboratory made vitamins in order to be as healthful as whole grain flour.

Q. Is there any nutritive value in white flour before it is enriched?

A. Yes, all white flour contains calories but white flour that is not enriched, does not contain the same amount of minerals and vitamins as enriched flour.

Q. What is enriched flour that makes it a superior product?

A. It has the highly nutritive properties restored to it. Government specified quantities of the vitamins niacin and thiamin and the mineral iron have been added. It may also contain vitamin D, riboflavin and calcium, but these aren't required by law.

Q. Of what value are niacin, thiamin and iron?

A. Niacin is the vitamin that helps prevent pellagra, a disease that weakens thousands of people in this country. Thiamin has been called the morale vitamin. The lack of it leads to unsteady nerves, irritable dispositions, poor appetites, a tired feeling. Iron is necessary in building good red blood.

Q. How is enriched flour made?

A. There are several methods:

1. By adding the required amounts of vitamins and minerals to the plain white flour.

2. By milling wheat in such a way that the flour contains some of the outer layers of the wheat berry.

3. By combining these two methods.

Q. Which of these types is preferred?

A. Any bread enriched according to government specifications is satisfactory.

Q. What does enriched flour look like?

A. The kind generally on the market looks and tastes like the plain white flour. The kind made by special milling is darker in color.

Q. Is it necessary to enrich the whole grain flour?

A. They don't have to be enriched. Nature did that job for us.

Q. Should enriched flour be used instead of dark flour?

A. No, but if you prefer white flour, be sure that it's enriched.

Q. If you use enriched flour in recipes that call for plain flour, do you have to change the recipes in any way?

A. Enriched flour can be used in exactly the same way as plain flour.

Q. Can you use self-rising enriched flour in making biscuits and other hot bread?

A. Yes. Self-rising enriched flour is used exactly like the self-rising flour that you've been used to.

Q. What is enriched bread?

A. It is bread that contains the same valuable vitamins and minerals that enriched flour contains.

Q. How is enriched bread made?

A. 1. By using enriched yeast.

2. By using enriched yeast and plain flour.

3. By direct addition to the required minerals and vitamins to the dough.

4. By a combination of these methods.

Q. Is all white flour and bread enriched?

A. The government requires all bakery bread to be enriched. At the present time three-fourths of the flour sold in retail stores is enriched. If you bake your own bread, be sure that the flour you buy is enriched.

Q. Was the bread in World War I enriched?

A. They used the so-called Liberty Loaf. The amount of shortening in this was only one-fourth of that permitted today. The amount of sugar was much smaller, and it contained little or no milk.

Q. Has enriched bread more calories than plain bread?

A. No. The added vitamins and minerals don't change the caloric value.

Q. Are these synthetic vitamins that are added to enriched flour and bread as good as the same vitamins found in nature?

A. Yes. They do exactly the same job in the diet.

FRUIT AND NUT EXPECTATIONS

A report entitled "Fruit and Nut Crop Prospects" was issued by the Bureau of Agricultural Economics on May 17, giving the prospects of these crops, as of May 1. Here's what we can expect as the season advances. Average, or greater than average production of pears, grapes, sour cherries, plums, prunes and commercial apples is likely. Small crops are indicated, however, for peaches, sweet cherries and California apricots.

California weather has been favorable for olives, and the trees are in good condition, though as blooming has not yet started generally, it's too early for reliable production prospects.

A relatively good crop of California walnuts is indicated, though almond prospects from that state are for only a medium sized crop. In Washington and Oregon growing conditions have been favorable for filberts and good crops are in prospect. Present prospects for pecan production in most of the important areas in the Southern states are good.

As for citrus fruits, as the harvesting season advances it is evident that production of all oranges for the 1942-1943 season is larger than previously estimated. The crops of early and midseason varieties turned out about the same as indicated on April 1. Valencia oranges, which comprise more than one half the total crop, are now estimated about 6 percent more than on April 1. Production of grapefruit in all states for the 1942-43 season is now estimated to be 4 percent larger than the estimate of April 1. May 1 reports on the lemon crop in California indicate a 2.6 percent increase over the forecast of April 1.

Remember, this summary is based on the general situation as it appeared on May 1, and is intended to present only a general picture, it may help you in planning your food programs for the season ahead, but you'll want to check carefully with conditions as they develop, of course.

CHEESE RATIONING EXTENDED

When the new consumer point value chart for red stamp foods comes out early in June, all cheese and cheese products except cottage, bakers and pot cheese, will appear on it. The War Food Administration and OPA announced that this is being done in a further move to conserve indicated short supplies of milk. It means that ration stamps as well as money will be required to buy the soft perishable cheese, such as cream, neufchatel, camembert, liederkrantz, brie and blue cheese. Cheese probably will be classified into three groups at different point values instead of all having the value of 8 points, as at present.

It is estimated that civilian demand for the soft cheeses, if not controlled by rationing, would exceed that of 1941 and 1942. This might well result in the diversion of milk from the manufacture of other essential dairy products.

Let's have another cup of coffee. Several extra cups, actually, will be coming to all of us in June. OPA has announced that stamp #24 in War Ration Book One, valid on May 31, will have to last only through Wednesday, June 30, instead of a five week period.

OIL COOK STOVES

OPA says it's all right for people to use their oil cooking stoves this summer, whether or not they have other equipment for cooking and heating water. Under Ration Order #11, fuel oil rations are denied for these purposes if there is alternate equipment using coal or wood. Due to the fact that there is an over-all shortage of all fuels and that the shortage of coal and wood in some areas is greater than that of oil, this restriction is being lifted. This will enable home-makers to use their oil cooking stoves for canning during the hot summer months. It will be particularly welcome news to those rural families which usually shift to oil stoves to avoid the extra-high temperatures of the kitchen brought about by coal and wood ranges.

THREE OILS ADDED TO LIST

Animal, neat's foot and red oils have been added to the list of fats and oils being allocated to provide adequate supplies for meeting military, essential civilian, and Lend-Lease needs.

Food Distribution Order No. 52, effective July 1, provides for allocation of the delivery of the three oils from producers to industrial consumers and for the designation of amounts to be used for specific products.

PERMIT BAKING OF FRENCH, ITALIAN, VIENNA BREADS

Bakers of French, Italian, Vienna, and similar white bread (other than pan bread), have been notified that the regulations permitting them to produce these types of bread without the use of milk solids or skim milk is expected to be made permanent. As yet, formal action has not been taken.

RATION REMINDER

SUGAR -- Coupon 13 became valid June 1, and will be good for 5 lbs. through August 15. Coupons No. 15 and 16 are good for 5 lbs. each for home canning purposes. Housewives may apply to their local boards for additional rations if necessary.

COFFEE - Stamp No. 24 (1 lb.) became valid May 31 and is good through June.

COOPERATION IN SHOPPING

Let's cooperate in our shopping, you broadcasters who are also homemakers certainly should be able to enter with enthusiasm in a campaign to change wartime grocery shopping habits. If you have to dash into your corner grocery late in the afternoon, or late in the week, you're probably standing in a long line of other people doing the same thing. Now, it's true that more women are working today than ever before, and a great many of the volunteer workers in various war organizations consider themselves working women just the same as those of us who work at a regular job for pay. There are still lots of women at home, however, keeping house and taking care of the children and these are the ones we hope you can persuade to do their shopping not only early in the day, but early in the week.

Did you ever stop to think how the habit of heavy weekend buying started? Shopping for Sunday, when the stores are closed, is not the only reason. There was the traditional Saturday pay-envelope, plus the fact that many stores advertised week-end bargains in food. Well, there have been changes in the last year or two. In many sections of the country, pay periods have been changed and any day may be payday now. The food store advertising shows infrequent price specials nowadays, bargains resulting from abundance, and you all know that we don't use the word abundance any more. Speaking of bargains, however, we're told that the practice of shopping on Monday may turn up an occasional bargain in unrationed vegetables or fruit. When there's something left over on Saturday night, the store manager puts it away in the hope it will keep over the weekend. Monday morning may find that item considerably marked down, because it's ready for immediate use and can't be kept over another night. A bit of exploration in the food store on Monday morning may pay worthwhile dividends. In some parts of the country, grocers are offering special values but on the first three days of the week, and for a limited time, only say from ten to eleven in the morning, or at some other time when the woman at home can get to the store easily. The wise homemaker will keep an eye peeled for these.

Waiting until a certain time of the week or the month for possible reductions in point values has become a practice of many shoppers. As the rationing program progresses, however, fewer and fewer changes will be necessary. The action of OPA is extending the validity of the blue stamps until June 7 was a step in the direction of relieving the end of the month point shopping spree.

The woman who can do her shopping early in the morning or early in the week, will help to shorten those long lines in the food stores; she'll relieve the strain on her own feet; she'll make marketing less of a problem for war workers and she'll certainly get a vote of thanks from the store managers.

MORE PRESSURE COOKERS

Additional pressure cookers allocated:- Here's good news for home canners. The War Production Board has begun allocating materials for production of another 125,000 pressure cookers for this summer's home canning. This quantity is in addition to the 150,000 production of which was begun two months ago. It is expected that 31,000 will be in the stores by June 1. Then with additional ones being manufactured about 55,000 will be ready in June and 60,000 in July. Thus, by the end of August, approximately 150,000 should be ready. The remaining cookers should be completed in time for the fall canning season. The majority will be the 7 quart size and the rest of the 14 quart size.

Department of Agriculture is planning a system of distribution of these cookers. A purchase certificate is required for each cooker and these certificates are issued on the basis of probably output of canned food from the cooker. Naturally, homemakers who form groups that can assure a large volume of home canning from the cookers will be given preference.

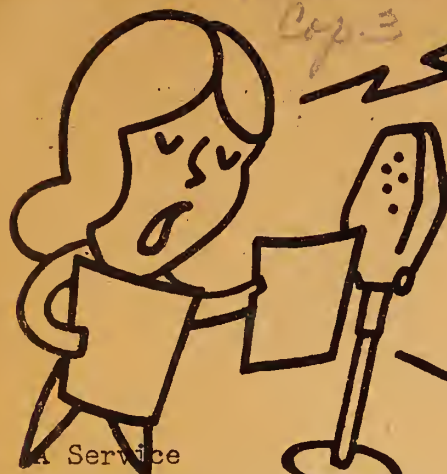
The rationing in each state is delegated to county USDA War Boards, which in turn operate country farm rationing committees. Anyone desiring to purchase a pressure cooker should file an application with the committees. Where there are no such committees the county War Boards appoint sub-committees to handle the rationing. If anyone is in doubt where to go to file an application, tell them to ask their hardware dealers, department store or other retail outlet where the cookers are sold.

SUGAR SUPPLY FOR 1943

On the basis of prospective 1943 supplies of sugar, the current level of consumption in this country probably can be maintained, the War Food Administration has announced. The allocation of the prospective supply will be as follows: 1,153,000 tons for the armed forces, Lend-Lease, and other exports, and 4,600,000 tons for civilian uses. The civilian uses include an estimated 2,258,000 tons for household use and home canning, and 2,342,000 tons for industrial and institutional sugar users.

RATIONING NOTES

Another Note of War Ration Book Three: We've heard so many people asking about that statement on the application for War Ration Book Three - the one to the effect that members of the armed forces should not apply for the book, that we're repeating again what we said last week. Men and women in uniforms who may be living at home at present, and who are using their present ration books for food, are not to apply for the new book. Due to the fact that all members of the armed forces are subject to transfer at any time, many of these people may be in another part of the country, or even another part of the world, before book three goes into use. Tell them, and their families, not to worry, that provision will be made for their getting the book if and when it's necessary.



A Service
For Directors of Women's Radio Programs

Radio Round-up

on food.

Rocky Mountain Region
1126 Welton Street
Denver, Colorado
June 5, 1943 - No. 52

LET'S DRINK TOMATO JUICE IN JUNE

The only change in the official table of point values for processed foods blue stamp foods is in the classification of vegetable juices, tomato juice, and all vegetable juice combinations containing 70 percent or more of tomato juice, are reduced from 4 points a pound to 2 points. This is the second reduction in tomato juice point values, you will remember, and OPA says that even last month's reduction did not do much to increase the sales. As you probably know, a certain number of cases should be moved each month in order to spread the supply on hand of cases, and make way for the new pack. Present stocks are expected to increase during June, and it is hoped that this cut in point values will encourage greater use of tomato juice, at least for this month. You broadcasters might suggest various ways of serving it chilled, or as a hot tomato bouillon, or a jellied salad.

You might like to call attention to the fact OPA also has changed the method of figuring the point value of frozen corn on the cob. It is now figured at one point per ear, rather than on the weight basis of 6 points per pound. Actually, however, this does not represent a change in the point value.

BUTTER PRICE REDUCED

A reduction of five to six cents a pound in the retail price of butter will go into effect Thursday, June 10. The OPA intends to effect the roll-back with a minimum of financial loss to the Dairy industry, from the farm through the retailer. With the subsidy paid to them by the government, buyers of butterfat will get as much for their butter as before, and will be expected to continue to pay going prices to the farmer. "Butter shall include butter manufactured by a farmer on his farm from milk produced on his farm" according to an amendment to Maximum Price Regulation No. 289 under which maximum prices were established for creamery butter.

US Department of Agriculture
Food Distribution Administration

NEW RED STAMP POINT VALUES

The favorite steaks and roasts of beef are going to cost several more red stamps. And hamburger is up a point per pound according to OPA'S table of point values effective June 6 through July 3. The increases in point values for beef range from one to three points a pound, and are necessary because of the large consumer demand, in the face of lower production. Veal steaks and chops are up a point too...so are lamb loin chops and sliced ham. Many of the cuts of veal, lamb and pork are down one point, however, and so are the variety meats from all animals...

COOPERATION OF CONSUMERS IMPORTANT

As you know, maintaining a reasonable balance between supply and demand is the basis of any rationing program, and this can be achieved partly through changing ratio point values. It's important, however, that the consumer cooperate by making use of the foods in greatest supply, even though it means changing buying habits and tastes. That's where you broadcasters can help explain this to the homemaker, keep her posted on interesting ways of cooking and serving the foods which are for the moment, in more generous supply. Pork, for instance is now coming to the market in relatively greater quantities than beef. Therefore, because most cuts are unchanged in point value, pork will represent a better buy in points for some time to come. The variety meats, which are down a point in value, are better point-values than ever, and their use should be encouraged.

CANNED MILK GOES "ON THE RATION"

You know, of course, that the principal reason for OPA'S action in adding canned milk to the rationing program is to conserve the limited supplies for babies, and for those who require it in special diets, there is also a real need for canned milk by those who are unable to obtain fresh milk. Everyone else should plan to get along without it. We surely don't want to spend our precious red stamps for milk unless it's absolutely necessary.

DON'T BUY IT UNLESS YOU NEED IT

Those who have to buy canned milk for baby's formula, already have baby's ration book to use for it, of course. It's estimated that only about 7 points a week will be required to buy enough milk for the average infant diet. Persons who require an extra amount of canned milk for a special diet, may, upon certification of their doctors, apply to their local ration boards for supplemental rations. It is not intended that this order shall work a hardship on anyone.

GET YOUR POINTS WORTH

Under WPB'S Limitation Order on tin, there are two sizes of evaporated milk cans 6 ounces and 14 1/2 ounces. Condensed milk is usually sold in 14 or 15 ounce cans. There are many smaller, miscellaneous size cans to be found in the stores, however, and it's up to the consumer to make a careful check of the sizes of these cans, in order to get the best value for his ration points. For instance, the purchase of one lone 6 ounce can will take a full point so, of course, anyone would be much wiser to buy two cans at a time. A consumer may buy any number of cans whose total weight is a pound or less for a single point. However, the wiser shopping course would be to spend two points and get five 6 ounce cans at the same time. This would give almost two pounds of milk for the same number of points which would be required for two purchases of two cans each. Tell your listeners to shop for canned milk with extra care during these first days of rationing,

GOVERNMENT NEEDS DRIED SKIM MILK

The War Food Administration has taken action in the form of Food Distribution Order 54 to allocate supplies of dried skim milk among the military, the civilian population and our allies. For the months of June and July, manufacturers of both the spray-process and roller-process dried milk will be required to set aside 75 percent of their monthly production for government purchase. This is the first time that a set-aside order has been issued on roller-process milk, although the manufacturers of spray-process milk have been setting aside 90 percent of their monthly production for direct war purposes ever since last November 5.

Dried skim milk is especially valuable as an export food because it provides high nutritive value, yet takes little shipping space. Under this allocation, only the most essential military requirements will be met and Lend-Lease and civilian requirements will have to be reduced. Government requirements alone are much greater than the expected production. The Director of Food Distribution Administration will announce the set-aside percentages for later months.

SOME CANNED FISH UNRATIONED

Canned crab-meat, sea-herring, sea-mussels and a half dozen other types all of which represent but two percent of the total canned fish pack have been removed from rationing. They're not of sufficient importance to justify the records retailers are required to maintain, it was explained. They might be worth mentioning in a general broadcast on the changes in point values.

CERTAIN CHEESE POINT VALUES REDUCED

All cheese, except creamed cottage cheese containing 5 percent or less of milk fat, is now on the ration list. You will note that although American cheddar cheese remains at 8 points a pound, the other cheeses previously rationed have been reduced to 6 points, which places them in the same category with some of the newly-rationed cheese.

By studying the point value tables and noting changes, you can help your listeners to plan and prepare their meals in the most effective manner possible.

FOLLOW THE RULES TO GET WAR RATION BOOK THREE

OPA tells us that a high percentage of applications for War Ration Book 3 are being returned with numerous errors. All possible publicity should be given to the instructions in order to reduce to a minimum the number of errors in the remaining applications. The following points should be stressed:

1. Print or type your name and return address on application form so that it is easy to read.
2. List names and birth dates of all members of family unit on same application.
3. Sign the application in your hand writing.
4. Tear off the identification stub and keep it carefully. It is your receipt.
5. Add correct postage.
6. Check form carefully to avoid mistakes.
7. Mail application before June 10.

If, perchance a person does not receive this application in the mail within the next few days, it can be obtained at the nearest post office.

COLD CUTS TO THE RESCUE

These are the days you broadcasters are probably trying to make many helpful suggestions to your listeners about getting meals the easy way. Not only is this because of the warm summer weather, but because more women are working than for many years past, and meal-getting becomes a real problem to the working women. Have you recommended cold cuts recently? They make an attractive picture on the meat platter or surrounding a big bowl of salad, and they're traditional for sandwiches, of course. Here are a few ideas for their use which may be new to some listeners, however:

Ways to serve -

Diced and creamed, served on waffles or toast.

Chopped fine and added to scrambled egg or omelet.

Stuffed - place two tablespoonsfull of stuffing in middle of a cold cut slice, fold over edges to form a roll, fasten ends with a toothpick.

Heat in a frying pan.

Diced and creamed and mixed with hard cooked eggs on toast.

Chopped and mixed with olives and onions for a cracker spread.

Diced and mixed with elbow macaroni, for a casserole or a salad.

Chopped fine and added to salad dressing for vegetable salads.

Chop some onions and celery and cook in drippings until onions are clear; add chopped apples and diced cold cuts. Add some milk, water or vegetable juice, or tomato juice colored with kitchen bouquet. Add some curry powder and serve over rice.

To give variety to the service of cold cuts, they might be purchased in the piece and cut in strips or cubes. Almost any woman will be able to think of interesting variations if she uses her ingenuity.

Low Point Value

Many of the cold cuts are excellent point-buyers, remember. The revised meat point value table shows canned bulk sausage, meat loaf and Vienna sausage down one point - they're each 6 points a pound now. The fresh, smoked and cooked sausage, such as pork sausage, wieners, bologna, baked loaves and liver sausage range from 3 to 6 points a pound depending on the meat content. Remember, cold cuts give a large volume of meat in proportion to their weight, which makes them a good value for both money and point-stamps.

KOSHER BEEF POINTS UP

Red stamp point values of some of the more popular kosher beef items were increased June 6, while many cuts of lamb and mutton and some veal and variety meats for which demand has been relatively slow were assigned lower point values, the Office of Price Administration has announced.

This action corresponds with revisions being made in the general list of points charged for meats in non-kosher stores. Where the cuts on the kosher list are the same as those on the general list, the point value changes are identical.

The changes will remain in effect until July 3, barring emergencies.

WAR AGAINST WASTE

We Americans have been very wasteful of our food. Surveys indicate that in a year, we've wasted more than enough to supply the needs of our armed forces for a year, enough to feed Greece for two years. USDA is encouraging the nation-wide campaign against waste, on the farm, in transportation, at the wholesalers, at the grocery stores and in the home. And do you realize that from 10 to 16 percent of the food bought for household use is wasted?

The homemaker can make a good beginning in a personal conservation program by planning her menus and market lists carefully. She should go to market with a list of what she needs and with certain alternates in mind, rather than do her marketing haphazardly.

In the store, she can help the grocer by avoiding careless handling of fresh fruits and vegetables. It's estimated that one fresh tomato out of every seven has to be discarded because of bruising by customers. Spreading the marketing over the whole week, rather than confining it largely to Friday and Saturday, also will help the storekeeper. Fresh foods pay no attention to the days of the week in their ripening, you know, and should be purchased and used when they're in good supply.

In the home, there's waste through improper storage and cooking of food and even by serving too much to the family. The following suggestions about storage of food are very important.

Wash green vegetables as soon as they come from the store, drain them and keep them in a covered vegetable container.

Keep milk in the coldest part of the refrigerator. When cooking, take out only the milk or cream you need and leave the rest in the refrigerator. Never pour leftover milk back into the bottle with the main supply.

Wipe eggs with a dry cloth, don't wash them until just before using. Water destroys the protective film that keeps out air and odors.

Keep meat in one of the coldest parts of the refrigerator with a loose cover around it. Remember that cut and sliced meats spoil more quickly than meat in one piece. Cooked meat should be kept cold and covered too.

In hot weather place store bread, well-wrapped, in the refrigerator to prevent molding. Bread and cake containers should be scalded and aired at least once a week.

And speaking of bread that stands high on the list of wasted foods; one out of every six pounds of garbage consists of bread. Do you realize that if every family in this country threw out just one slice of bread a week, that would total 34 million slices, or nearly 2 million loaves? Urge your listeners to use leftover bread in puddings, stuffings, scalloped dishes and meat extenders.

Every homemaker should plan on leftovers when she's making up her menus, in this way they can be used to real advantage. When buying a roast, for instance, plan on using the meat sliced cold as well as hot, and on various uses of leftover scraps. You can help by suggesting recipes in which leftovers are featured. One slice of bread, or one pork chop that doesn't seem like much waste, but multiply that by our thirty four million families, and it's an impressive figure.

Another loss of food in many homes, occurs through helpings that are too large and, therefore, not eaten. Even when there are guests at meals, servings should be kept moderate in size with an invitation to come back for "seconds". The more food that goes into our garbage cans, the more shortages there will be in our own country and the less we can send to our Allies. In other words, saving food amounts to the same thing as producing food.

WPB DIVISIONS JOIN WFA

The Beverages and Tobacco Division of the WPB is now a part of the War Food Administration, the two agencies said in a joint announcement June 4.

Tobacco functions will be administered by the FDA'S Tobacco Branch, while beverages matters will be directed by the special commodities branch. The employees are being absorbed by FDA, together with property, records, and funds.

WPB'S Conservation Order M-283 which regulates the use, delivery and inventories of malt grains and malt syrup, hereafter will be administered by FDA.

Since creation of the division in February 1942, it has been a part of WPB. One of its principal functions has been to convert beverage industries to War Production, and to reduce the amount of materials used in processing and packing beverages and tobaccos.

Nine Industry Food Advisory Committees have been set up by the Division, all of which now become a part of the FDA program.

RATION REMINDER

"A" Book coupons No. 6, good for four gallons each, outside the Eastern gasoline shortage area.

Sugar --Coupon No. 13 good for 5 lbs. through August 15. Coupons No. 15 and 16 are good for 5 lbs. each for home canning purposes. Housewives may apply to their local boards for additional rations if necessary.

Coffee--Stamp No. 24 (1 lb.) is good through June 30.

Fuel Oil--period 5 coupons valid in all zones until September 30.

No. 17 stamp in War Ration Book one good for one pair shoes through June 15. Stamp No. 18 (1 pair) will become valid June 16.

Meats--Red stamps J, K, L, good through June 30.

Processed Foods--Blue stamps K, L, M, continue good through July 7.

REPLANT FLOODED GARDENS

Victory gardens destroyed by excessive rains should be replanted immediately, says the USDA in urging gardeners to replant with "late", rather than "early", crops. Crops that can still be planted in flooded areas include tomatoes, snap beans, lima beans, beets, swiss chard, summer squash, peppers, eggplant, sweet corn, and sweet potatoes. Cool weather crops such as potatoes, peas, early cabbage, spinach, and lettuce cannot be expected to give satisfactory yields if planted this late in the spring.

1.942
73R115
Cop. 5

LIBRARY
CURRENT SERIAL RECORD

OCT - 2 1943

U. S. DEPARTMENT OF AGRICULTURE



Radio Round-up

on food..

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
Denver 2, Colorado
June 12, 1943 - No. 53

VICTORY FOOD SELECTIONS

Roy F. Hendrickson, Director of the Food Distribution Administration, recently announced a new Victory Food Program, based on the experience and technique developed last year in the Victory Food Special program. This is one of the steps by which the War Food Administration will help growers to maintain favorable marketing conditions, and it will assure the most effective use of available supplies. The program will call for advance reporting to the trade of the availability of peak supplies in producing areas, and for information to consumers about these expected abundant supplies in their markets.

METHOD OF MAKING SELECTIONS

Any commodity in extra heavy supply to be featured in such a merchandising campaign will be designated as a Victory Food "Selection". This designation may be made on an area, regional or national basis. Recommendation of a commodity as a Victory Food Selection for a specified period in a specified area may be made by regional offices to the Marketing Reports Division of FDA in Washington. When such a recommendation is submitted, accompanied with supporting information, the Marketing Reports Division will take it up with the appropriate branch for approval, modification, or other action. Upon approval and designation of a commodity as a Victory Food Selection, at least two weeks notice will be given to the trade before the beginning of the period. This will allow time in which merchandising and promotion may be planned and buying accomplished. Public announcement will be made not more than one week in advance of the beginning of the merchandising period. Adverse weather or other conditions which make it difficult for the trade to obtain a reasonable volume for the campaign period will result in cancellation of the drive, with prompt notification to the trade.

US Department of Agriculture
Food Distribution Administration

REASONS BEHIND SELECTIONS

The designation of Victory Food Selections will be restricted to farm products which have been requested for consideration by producers or their representatives. A very careful analysis of production, distribution and consumption data will be made, with consideration to government requirements for military, lend-lease and other needs. The product must meet standards of nutrition which will assure its contributing to the well-being of those who use it. The price at which it must sell should be reasonably attractive to consumers. There must be sufficient time before the harvesting peak for cooperating wholesalers and retailers to do their buying and to plan their advertising and promotion. The area of distribution must be large enough to make an effective drive possible and practical whether it can be on a national, regional or area basis.

ASSISTANCE OF BROADCASTERS NEEDED

The program last year received good support from all concerned, and it is believed that the consumers this year will be even more receptive. Radio broadcasters can be of inestimable help in keeping consumers informed of products to be featured, and in suggesting various uses. Radio Round-up will do its best to keep you posted.

VARIETY MEATS IN WARTIME MEALS

Since point values of all variety meats were recently reduced and point values of many other meats were increased, variety meats become more important than ever. Variety meats may be low in point value but they're high in nutritional value. They are excellent sources of high quality proteins, certain essential minerals much as iron, phosphorus and copper and vitamins.

Liver is probably the best known of the variety meats. Many people who think that calf liver is superior to other kinds of liver should realize that pork liver is rich in high quality vitamins, vitamin A, thiamine, riboflavin and is also an excellent source of iron. Although all kinds of liver have similar high food value there are different methods of cooking for the different varieties. In general, liver is tender and should be cooked at a low temperature to retain its tenderness and best flavor. Calf or lamb liver can be fried or broiled, while it is best to braise beef or pork liver. If there is any left over, you might grind it and make into bacon wrapped patties, dumplings, liver loaf or sandwich spread.

Hearts are muscular organs and need longer cooking than livers. Of all the hearts, beef is the largest and requires long slow cooking. They may be cooked in water or braised. Before braising they may be stuffed with a savory bread dressing for additional flavor.

Kidneys are considered a delicacy by many people. Veal, lamb and pork kidneys are delicious when broiled. Beef kidneys should be cooked in water or braised. Marinating in well-seasoned french dressing improves the flavor.

Sweet breads are quite tender and delicate. If they are to be kept long, they should be pre-cooked and kept in the refrigerator until ready for use. If they are to be used immediately, however, they can be either braised or fried.

Tongue is available in several forms. Beef and calf tongue are usually sold fresh but pork and lamb tongue are usually sold in a ready-to-serve form pickled, corned or smoked. Fresh tongue should be simmered for about 3 or 4 hours. Prepared tongue may be sliced and served cold or re-heated in a spicy sauce.

Brains, like sweetbreads, are very tender and delicate. They can be pre-cooked and then used later. Scrambled with eggs, diced in omelet, heated in well seasoned sauce and in salads are some of the best known ways to serve them.

Although tripe is always partly cooked when you buy it, it still needs additional cooking. Fresh tripe should be simmered for about an hour. Pickled tripe needs to be soaked in water about 15 minutes before cooking. Tripe can be dipped in fritter batter and fried in deep fat, creamed or used as an ingredient in pepper pot soup.

Oxtails require long slow cooking in moist heat. They may be simmered in water or braised.

A good slogan for you broadcasters to adopt might be "variety meats for variety in summer meals",

MORE ABOUT THE BASIC SEVEN

You know about the new grouping of important foods into seven basic groups. We've mentioned the basic seven in Round-up before. We're glad to tell you now, that the new poster for use in retail stores is now being printed and will be ready for distribution about the middle of this month. In order to make these seven food groups easy to remember, a color has been assigned to each and the design on the poster representing these groups is divided into the seven colors. You broadcasters can do a lot to help homemakers realize the importance of these basic food groups by talking about them often and by telling them to look for this new poster with its slogan "U. S./Us Strong; Eat the Basic 7 Every Day".

Needs

The following chart will give you the food groupings with corresponding group numbers and colors:-

<u>Number</u>	<u>Color</u>	<u>Foods</u>
One	Green	Green and Yellow vegetables
Two	Orange	Oranges, Tomatoes, Grapefruit
Three	Blue	Potatoes and other vegetables and fruits
Four	White	Milk and Milk products
Five	Red	Meat, Poultry, Fish or Eggs
Six	Brown	Bread, Flour and Cereals
Seven	Yellow	Butter and Fortified Margarine

The distribution of the basic 7 posters will be handled by USDA'S regional offices and the state nutrition committees.

SECOND CROP IN THE VICTORY GARDEN

Tell the Victory gardeners among your listeners that now's the time to begin planting their second crop - the summer crop. By the time we've had a couple or three weeks of really hot weather, they'll have pulled the last of the onions and radishes and the lettuce will have gone to seed. Here are the vegetables USDA'S garden specialists recommend for replacement: New Zealand spinach, cabbage, corn, string beans, lima beans, blackeyed peas, okra and soybeans, if you can get them.

Tell them to be sure to plant enough to supply the table and give a surplus for canning, drying, brining or freezing that will make the Victory garden a year-round benefit.

SPEAKING OF MEAT

Did you know that: the cow, which furnishes one of our most important meats, is considered sacred in India? When a Hindu calls someone a "beef eater" it's an insult.

In certain tribes the nobles and medicine men reserve for themselves such organs as kidneys, livers, hearts, and heads; the steak and muscle meat of sheep, camel, fish and birds are left for the common people.

The Eskimos live almost entirely on meat, most of which they eat raw! They're particularly fond of the inner organs, such as heart, liver, kidneys and sweetbreads.

The masses of the people in China and Japan seldom, if ever, taste meat; the more prosperous eat fish, raw, at that. Soybeans and legumes, which are consumed in large quantities, furnish the proteins.

An American aviator, lost in the jungles of Australia, told his rescuers that when he was on the verge of starvation, he ate a grasshopper, and that it tasted like crab meat!

We're not likely to acquire a taste for grasshoppers, but it just shows that we can adapt ourselves to unfamiliar and even unlikely items of diet in case of necessity.

PROGRAM NOTES: LUNCH BOX LIFTS

Workers who have to eat a box luncheon every day will appreciate such little lifts as these: a gay and colorful paper napkin, a funny picture or a joke cut from the newspaper or a magazine, a short story or on a birthday or anniversary, a tiny remembrance of some kind. We think that little things of this kind come under the heading of keeping up morale in wartime.

GET FULL VALUE FOR YOUR POINTS

You know that the butchers can't always cut exactly to the pound when you're purchasing meat and neither can he give you change of less than one point in red stamps. Therefore, you're sometimes charged a whole point for a fraction of a pound of meat. One way to get your full point value is to buy a few slices of ready cooked meat to fill out the point. This can be sliced very thin, and used in sandwiches or in hot casserole dishes. You'll find you can often make combination purchases of meat to take full advantage of fractions of points and pounds.

STRETCHING THAT MELTED BUTTER

Don't feel you have to stop serving that pitcher of melted butter to go with waffles and pancakes, they're not the same without it, try this: melt together equal amounts of butter or enriched margarine and strained bacon drippings. The flavor is delicious, you may like it with corn-on-the-cob too.

SWORDFISH, SUMMER SEAFOOD TREAT

The coordinator of fisheries has just announced that swordfish will come on the market this month and will be available in fresh form, until cold weather. The boneless steaks are not only delicious but economical to buy, since there's

no waste. Prices will be rather high at the beginning of the season, but will doubtless decline steadily until August, the height of the season.

You might be interested to hear that the chemists of the fish and wildlife service have found swordfish liver oil to be 100 times more potent in vitamin A than a U. S. P. sample of codliver oil and 500 times more potent than the minimum U. S. P. requirement for codliver oil. Weight for weight, this gives swordfish liver oil about 25,000 times the vitamin A potency of butter or eggs. Also, it has a high content of vitamin D.

HOME CANNING ARITHMETIC

To help homemakers figure how many jars of canned food to expect from fruits and vegetables, whether they're bought at the market or picked from the Victory Garden, here's a table of comparative figures. It has been prepared by the home economists of the Bureau of Human Nutrition and Home Economics, and they remind us that the figures are necessarily approximate.

Apples.....	1 bu. (50 lb)	cans 20 qt.	$2\frac{1}{2}$ lb (7 to 8 apples) can 1 qt.
Beans, Lima	1 bu. (28 lb)	cans 6 to 8 qt.	4 to 5 lb can 1 qt.
Beans, Snap	1 bu. (24 lb)	cans 16 qt.	$1\frac{1}{2}$ lb can 1 qt.
Beets	1 bu. (60 lb)	cans 24 qt.	$2\frac{1}{2}$ lb can 1 qt.
Berries	24-qt. crate	cans 18 qt.	$1\frac{1}{4}$ to $1\frac{1}{2}$ lb (5 cups) can 1 qt.
Carrots	1 bu. (50 lb)	cans 20 qt.	$2\frac{1}{2}$ lb can 1 qt.
Cherries	1 bu. (56 lb)	cans 25 qt.	$1\frac{1}{2}$ to $2\frac{1}{2}$ lb. (6 to 8 cups) can 1 qt.
Corn	1 bu. (72 lb)	cans 8 to 9 qt.	whole kernel 6 to 10 ears can 1 qt.
Grapes	1 bu. (48 lb)	cans 20 qt.	$2\frac{1}{2}$ lb can 1 qt.
Greens	1 bu. (12 lb)	cans 5 to 7 qt.	$1\frac{1}{2}$ to $2\frac{1}{2}$ lb can 1 qt.
Peaches	1 bu. (50 lb)	cans 20 qt.	2 to $2\frac{1}{2}$ lb (8 to 10 peaches) can 1 qt.
Pears	1 bu. (58 lb)	cans 24 qt.	2 to $2\frac{1}{2}$ lb (5 to 6 pears) can 1 qt.
Peas	1 bu. (32 lb)	cans 12 to 16 pt.	2 to $2\frac{1}{2}$ lb can 1 pt.
Plums	1 bu. (56 lb)	cans 30 qt.	$1\frac{1}{2}$ to 2 lb (24 to 32 plums) can 1 qt.
Squash	1 bu. (40 lb)	cans 20 qt.	2 lb. can 1 qt.
Strawberries	24-qt. crate	cans 12 qt.	2 qt can 1 qt.
Sweet Potatoes ..	1 bu. (52 lb)	cans 20 qt.	$2\frac{1}{2}$ to 3 lb can 1 qt.
Tomatoes	1 bu. (56 lb)	cans 15 qt.	$2\frac{1}{2}$ to $3\frac{1}{2}$ lb (8 to 10 tomatoes) can 1 qt.

UNITED PRESS WIRE SHOW

A new service, designed to help you broadcasters in presenting timely information to the public, has been started in the Rocky Mountain Region. It is called the United Press Wire Show. The Radio Section of United Press each day is sending out material on food prepared by the Washington office of the Food Distribution Administration. To supplement this material, regional offices of FDA are preparing a follow-up on the national topic giving the regional slant.

The wire show started on May 31. No doubt you've already seen samples of the material. If you haven't why not request it. The Denver regional office has prepared material covering New Potatoes on June 17; Eggs on June 18; Fish on June 19 and Beets on June 21.

RATION REMINDER

- Gasoline -- "A" book coupons No. 6, good for four gallons each outside the Eastern gasoline shortage area.
- Sugar -- Coupon No. 13 good for 5 pounds through August 15. Coupons No. 15 and 16 are good through October 31 for 5 pounds. Each for home canning purposes. Housewives may apply to their local ration boards

if necessary.

Coffee -- Stamp No. 24 (1 pound) is good through June 30.

Fuel Oil- Period 5 coupons valid in all zones until September 30.

Meats -- Red Stamps, J, K, L, M, good through June 30. N becomes valid June 20.

Shoes -- Stamp No. 18 (1 pair) becomes valid on June 16.

Processed foods -- Blue stamps K, L, M, continue good through July 7.

COL. TAYLOR TALKS ABOUT U. S. DIET

You've probably heard rumors and speculations about changes in the Food Production Program and the national diet said to be under consideration by the War Food Administration.

Lieut. Col. Jay L. Taylor, Deputy Administrator of WFA, speaking in Chicago on June 8 made a statement which will be of interest to everyone, Col. Taylor said:

".....I want to bring you assurance direct from Administrator Davis that there is no intent to make drastic cuts in output of animal products and replace them in large part in the American diet with vegetable foods. Here is the situation as we see it today:

"First, for the sake of morale and good nutrition, we want to see the maximum possible amount of meat, milk and eggs in the diet of the American armed forces, civilians and the Allies to whom we send part of their food supply.

"The policy then, boils down to this: Grow all the food possible in the light of requirements for other farm products. Import all the food possible. Waste not a single pound of food. Thus, maintain milk, egg and meat production at the highest possible level permitted by our food supplies. At the same time, make sure we have adequate nourishment for all hands by increasing output of vegetable foods for direct consumption"

You broadcasters can help by giving the correct information in the face of all sorts of rumors. In this particular connection, you can be of the greatest assistance by passing on to your listeners news about the proper use and conservation of every kind of food.

Civilians will receive six types of canned fruits and vegetables from the 1943 pack---commodities formerly limited to government requirements---as a result of an order amended June 11 by the War Production Board.

The additional products are applesauce, blueberries (or huckleberries) figs, beets, carrots and pumpkin and squash. Approximately 7 1/2 million cases of these six commodities will be available to civilians from the 1943 production.

BEEF FOR OUR FIGHTING MEN

All livestock slaughterers operating under federal inspection will be required, effective June 14, to set aside 45 percent of all the steer and heifer beef they produce.

This directive, contained in FDO-28.2 just issued by the War Food Administration, became necessary because government purchasing agencies have been unable to purchase adequate supplies of beef to meet their urgent requirements.

Said a government spokesman: "For some weeks the army has had considerable difficulty in procuring its requirements for beef. Without this set-aside order, the armed forces would continue to fall far short of obtaining their beef supplies!"

942
3R11D
exp. 2



LIBRARY
CURRENT SERIAL RECORD
JUL 3-1943
U.S. DEPARTMENT OF AGRICULTURE

Radio Round-up

on food...

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
Denver 2, Colorado
June 18, 1943 - No. 54

NEW BREAD ORDER REVISIONS

Revisions which tighten restrictions against "consignment selling" of bakery products, remove minimum milk requirements in white pan bread formulas, set higher maximums for sugars and shortening, and otherwise change the Bakery Industry Food Order, were announced today by the War Food Administration.

Leonard R. Trainer, regional administrator of the Food Distribution Administration, said Amendment No. 4 to Food Distribution Order No. 1, effective July 1, changes the order's major provision which prohibits "consignment selling" of bakery products. The change makes the grocer or dealer equally responsible with the baker for this practice.

Under the revised white bread formula provisions, bakers may use greater quantities of sugars or other fermentable carbohydrates or may increase the use of shortening, since the amendments increase the sugar maximum to 6 parts of sugar instead of 4, and the shortening maximum to 3 parts instead of 2. It requires, however, that fats and oils in the shortening extenders, substitutes or other ingredients used, be considered a part of the maximum shortening allowed.

Enrichment of all white bread is still required. The amendment, however, removes the provision under which bakers were required to use a minimum of 3 parts of milk solids or skim milk in each 100 parts of flour in white pan bread formulas. It retains the maximum which requires that no more than 4 parts be used, Trainer said.

Greater utilization of existing baking equipment is being sought through revisions permitting bakers to sell to Federal, State, County, or municipal institutions any of the types of bread to which manufacturer is limited by the order. The amendment however, does not remove restrictions concerning retail stores, restaurants, hotels or retail bakeries. The amendment also requires that bakers who sell bread regularly sliced, sliced in special thickness, or unsliced, must consider each as a separate "variety".

(MORE)

US Department of Agriculture
Food Distribution Administration

Restrictions concerning bread wrappings have been modified to permit the use of a light weight inner wrapping of wax paper for loaves baked in pans at least 13 inches long. The modification also permits the use of end labels. Inserts and outserts may be used if they provide necessary identification or correction of labeling and are not more than 3 inches wide.

Another provision prohibits bakers from giving away samples and from influencing sales by giving premiums.

RATIONING DATES

For Week of June 20-June 27

COFFEE-----Stamp No. 24 in War Ration Book One remains valid through June 20.

SUGAR-----Stamp No. 13 in War Ration Book One remains valid through August 15.
Stamps No. 15 and No. 16 in War Ration Book One are valid for 5 pounds of sugar, each, for use in home canning.

RED STAMPS-Red stamps J, K, L, and M remain valid through June. Red stamp N becomes valid June 20.

BLUE STAMPS-(For canned, frozen, and certain dehydrated foods) Blue stamps K, L, M remain valid through July 7.

SHOES-----Stamp No. 18 in War Ration Book One will be valid through October 31.

FUEL OIL---Applicants for fuel oil rations are urged to return their application forms to their war ration boards as promptly as possible.

FROZEN FOODS PRICED

Consumer ceiling prices for frozen snap beans, corn, peas, and spinach of the 1943 pack will be about the same as current maximum prices for the 1942 pack, but frozen strawberries and asparagus will be increased, OPA said recently. For asparagus, the increase will be about one cent a pound, and, for strawberries, between three and four cents a pound.

APPLY FOR FUEL NOW

Occupants of oil heated homes should apply now to their ration boards for next year's fuel oil allowances to assure adequate supplies before winter, declares OPA. About one-third of the coupons in each consumer's ration sheet will be valid on July 1 to enable householders to get deliveries, even months, in advance of cold weather.

CANNED GOODS FOR CIVILIANS

Applesauce, blueberries, figs, beets, carrots, pumpkins, and squash will be available to civilians in cans as a result of a curtailment in government requirements. Under a previous order canners were permitted to pack these foods in cans only for government needs.

RATIONED OR UNRATIONED

Do you have in your files, or pinned up on your office wall, a list of rationed foods and their unrationed alternates, for ready reference? Tell your listeners frequently that they needn't ever run short of ration stamps if they plan their food-shopping wisely. This is the time of year, certainly, when most families should be able to eat well and spend very few ration stamps.

For instance, in place of the rationed fruit juices in cans or jars, fresh oranges, grapefruit, lemons and tangerines can be used, some of these are available all year around. Don't forget that citrus fruits can be served in several ways, sliced or in sections, or as a salad. And here's a hint about the rind of citrus fruits -- cook it with other foods to give a different flavor - remove before serving, if desired. Or grind and use it in cakes, puddings and other desserts in place of flavoring extracts.

In place of vegetable juices, increased quantities of green vegetables can be served -- green cabbage, spinach and other greens, string beans, peas and broccoli are a few of them.

Bottled, canned, dried and frozen fruits should be saved for emergencies, or for the time when fewer fresh fruits are available. Fresh fruits and berries in season may be used instead. When making apple sauce, quarter and cook the apples with the peeling on and strain them, to get the color of the skin and the full food value. Or, if peeling them is more desirable, save the peels and cores and get the benefit of the pectin in juice for jelly.

As for canned and frozen vegetables -- It's just a matter of using the same or similar fresh vegetables as they are in season. Don't forget that many fresh greens, such as spinach, kale and broccoli, can be served raw, in salads, as well as cooked. And, of course, all vegetables should be cooked in a very small amount of water, never over-cooked. If any vegetable liquor is left after cooking, it should be served with the vegetable, or saved for soup.

Which brings us to a consideration of soups -- in place of the canned varieties, serve home-made soups whenever possible. Soup stock can be made from the bones of meat, removed before the meat is cooked, drippings and scrapings from the broiler and roaster also can be used. The latter can be dissolved with a little water. When making a mixed vegetable soup, it's well to cook the vegetables a short time before combining them with the stock, in order to avoid over-cooking the tender ones. Or the vegetables can be added to the soup stock at a different time.

Beans can be baked at home to save the use of canned beans or pork and beans. A piece of bacon can be baked with beans if pork is not available, or they can be flavored with a bit of grated onion, or a whole onion baked in the center of the pot.

Home-made pickles and relishes will take the place of rationed chili sauce and catsup. Canned sauerkraut might well be replaced by home-made or bulk sauerkraut, or by fresh cabbage.

Instead of spiced fruits in cans or bottles, fresh apples can be spiced at home. Cook them in a thin sugar and water syrup, adding spices, and perhaps a bit of orange peel, for flavor.

Canned baby food, a great convenience to the busy mother, is not irreplaceable, since fresh vegetables and fruits can be mashed or strained at home. Remember, lots of mothers brought up lots of children without the help of commercially prepared baby foods.

Doubtless your listeners will have heard or read some of these suggestions, but it does no harm to repeat good ideas occasionally.

PUTTING THE SQUEEZE ON

That's what we're doing to a great deal of the dehydrated food now being shipped abroad by the War Food Administration. Dehydration alone means a tremendous saving in shipping and storage space, as you know. Compressing the food goes even farther, however. For instance, during May a saving of 20,000 cubic feet of shipping space was made by compressing the dehydrated soup shipped to the Allies under Lend-Lease. The compression of dehydrated eggs resulted in a saving of more than 33,000 cubic feet in the same month. And in case you're trying to visualize the space represented by those 33,000 cubic feet, think of it as 20 average size rooms (13x14 feet, with 8 foot ceiling), packed from wall to wall and from floor to ceiling.

And how is this compression accomplished? A food press is used to concentrate the food into blocks - the degree of hardness being determined by the way in which the food reconstitutes after compression. It's possible to press food into bricks literally hard enough to use for building purposes. This food would hardly reconstitute into usable form, however.

Experiments so far have shown that cereal products, cheese and dehydrated vegetables, fruits, milk and eggs are most adaptable for compression. Large scale activity is expected soon for Lend-Lease, Red Cross and Military use. The Food Distribution Administration is working with the War Department, Agricultural Research Administration, Lend-Lease and other government agencies in developing the program.

A BOUQUET FOR SUBSTITUTES

The Office of War Information has just issued two releases on simplifications and substitutions in consumer goods, which you may have read. One statement made in the second of these releases struck us as being particularly interesting, and we're calling your attention to it.

"Substitution, a word once carrying the stigma of 'something not as good as the original', stands today in the role of a hero to the American household. For to it can be credited a large part of the reason why the household continues to function efficiently and pleasurably in the face of increasing demands on the country's raw materials."

We know there's a general prejudice against the word "substitute" in connection with food, and you broadcasters who are home economists and nutritionists probably won't adopt it forthwith. We thought, however, all of you might like to consider it from another point of view.

PROTEIN IN BREAD AND CEREALS

Now that bread and cereal products are forming a larger part of our diets, we are becoming more conscious of their food values. Many people, however, still regard them as only carbohydrate or starch foods and the fact that they furnish protein is too often overlooked. When they are whole grain, enriched or restored, they also supply minerals and vitamins.

Although it's not very widely realized, six slices of bread furnish approximately 20 grams of protein, about one third of the daily protein requirement. For instance, if you eat a couple of slices of toast for breakfast, a sandwich for luncheon and bread pudding for dinner, you will have approximately one-third of your protein requirement for that day. There's one important thing to remember, however, although cereal products are good sources of protein, they must be supplemented with animal protein, such as that found in dairy products, eggs, meat, poultry or fish. As a general rule, try to have at least one-third of your protein from these animal sources. The addition of bread or cereals to meat loaves or to stuffing for roasts, chops and hearts not only makes the meat go farther but adds calories and protein to that furnished by the meat.

PROGRAM NOTES

WHY RED STAMPS FOR CANNED MILK

If you've heard inquiries, as we have, as to why the rationing of canned milk has been made a part of the meat and fats rationing program, here's the answer. Canned milk supplies both animal proteins and animal fats. Also, the babies and invalids to whom canned milk is a real necessity are not large consumers of meat, and therefore have more red stamps available for milk.

THE IMPORTANCE OF BREAKFAST

It's pretty generally agreed that a good breakfast is the proper start for a working day. Here's more ammunition for that argument, in case you need it. A survey of the breakfast habits of war plant workers shows that when they omit breakfast, production begins at a low point for first hour in morning and there is a sharp decline in efficiency during the forenoon. Then, immediately after lunch, a much higher level of productivity is attained, but there's a sharp decline again during the afternoon. When breakfast is included in the day's meals, the chief improvement in production is during the morning hours. It's interesting to note, however, that when mid-morning and mid-afternoon orange or grapefruit juice or tomato juice is taken, or milk and sandwiches, production reaches a higher and more uniform rate throughout the day.

You might point out that a lot of war work is being done in offices, stores and other places - including the home - and that a good breakfast will start any worker off on the right foot.

GREEN BEANS GALORE

Broadcasters, tell your listeners to give serious consideration to green beans, snap beans, string beans - whatever you call them - during the next few weeks. Reports indicate that production will be considerably heavier than last year and it is hoped that consumers will make such good use of them that not a pound of them will go to waste. The eastern and southern states are sending large quantities of beans to market right now and will be producing more as the season advances. The midwestern states will join the procession in the near future. Then too, increased market garden production and victory gardens will bring about heavy local supplies all over the country.

Suggestions about the food value of green beans, their preparation and service in fresh form and also about their preservation should be a tremendous help in bringing about the most effective use of this large crop.

FOOD DISTRIBUTION ORDER #28.2

Under this order, effective June 14, all livestock slaughterers operating under Federal inspection are required to set aside 45 percent of all the steer and heifer beef they produce which meets Army specifications. This beef will be available for purchase only by the Army, Navy, Marine Corps, Coast Guard and Contract School's feeding Military personnel.

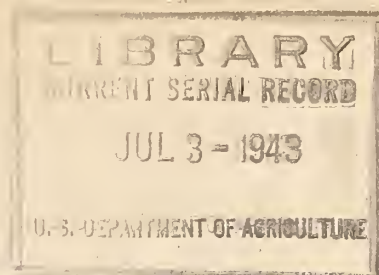
Why not tell your listeners that this percentage actually is less than one-third of the entire production of beef, since only 65 percent to 70 percent of the beef is produced under federal inspection.

This order was necessary because the Armed Forces have had considerable difficulty in recent weeks meeting their requirements for beef. Other meats, such as pork, have been used in place of beef, but have not been found as popular or as satisfactory. There's no getting away from the fact that beef is a fighting food, and we know that nobody wants our fighting men to run short of it.

STABILIZING PRICE OF VEGETABLES

A program has been started that will maintain fair and equitable returns for the canning industry, at the same time preventing increases in consumer prices of green peas, snap beans, sweet corn, canned tomatoes and other primary tomato products. It includes - (1) no increases in the ceiling prices of canners; (2) the Commodity Credit Corporation will absorb part of the processing cost, caused by approved increased wages, to permit processors to obtain net returns from 1943 operations in line with the average net return during representative pre-war years. For minor vegetables, increase will be reflected in higher ceiling prices.

1.942
F3 R11D
Op. 2



Radio Round-up

on food...

A Service
For Directors of Women's Radio Programs

Rocky Mountain Region
Denver 2, Colorado
June 26, 1943 - No. 55

POTATOES ARE PLENTIFUL!

The potato famine is definitely over...Reports from all parts of the country indicate that the situation is completely reversed and we now have plenty of potatoes. More than enough if we don't use them up promptly. Hunt up all the potato recipes you can find, and suggest as many uses as possible to your listeners...Let's not waste a single potato. They can't be canned at home satisfactorily, you know, and this is not the right time of year to store them. Therefore it's a matter of eating them to save them.

Right now potatoes are going into markets all over the country...From North Carolina, Virginia, Oklahoma, Arkansas, Missouri, Kansas and California. Plenty more will soon be harvested from Victory Gardens...so...let's promote potatoes!

THE "TURNOVER" IN EVAPORATED MILK

Do you know why it's necessary to turn over the cans of evaporated milk being held in storage every few weeks? There's a very good reason, and the same procedure should be followed with evaporated milk which people may have on hand at home, provided the cans are not opened and used fairly rapidly. Evaporated milk has more than twice as much butterfat (cream) as ordinary whole milk. In the manufacturing process, the fat has been homogenized, but if the milk is stored at summer temperatures for six or eight weeks, the cream begins to rise to the top. Eventually, unless it's shaken back, this creamy layer becomes firm, and can't be broken up, even when the can is shaken vigorously.

There's a second reason for turning over the cans of milk. Cow's milk is high in lime salts, and after it has been concentrated, there's a tendency for these salts to separate on the bottom or sides of the container. Higher temperatures also encourage this mineral salt separation.

(MORE)

US Department of Agriculture
Food Distribution Administration

Storage temperatures between 35 and 60 degrees fahrenheit are best. If the milk is to be kept for longer than two months, however, it should be stored at temperatures of from 32 to 45 degrees. Evaporated milk should not be allowed to freeze, of course. If it has been frozen over an extended period, there may be a roughness of texture or a curdled appearance. No change will result from freezing which is harmful to health, however. Another thing -- it may be found that after long storage, say ten months or more, the color will become darker.

Now that red stamps are required in exchange for canned milk, it's well to advise listeners of the proper care of this important food.

WEEKLY RATION REMINDER

GASOLINE -- "A" book coupons No. 6, good for four gallons each in Rocky Mountain Region.
SUGAR -- Coupon No. 13 good for 5 pounds through August 15. Coupons Nos. 15 and 16 are good through October 31 for 5 pounds each for home canning purposes. Housewives may apply to their local ration boards for more if necessary.
FUEL OIL -- Period 5 coupons valid in all zones until September 30.
COFFEE -- Stamp No. 24 /1 lb./ is good through June 30. Stamp 21 becomes valid for one pound July 1 and expires July 21.
SHOES -- Stamp No. 18 /1 pair/ is valid through October 31.
MEATS, ETC-- Red stamps J, K, L, M, N, expire June 30. Red stamp P became valid June 27 and Q becomes valid July 4.
PROCESSED-- Blue stamps K., L, M, continue good through July 7. Blue stamps N, P, FOODS and Q will be valid from July 1 to August 7, inclusive.

VALIDITY DATE OF RED STAMPS SET

The OPA has set the validity dates of four new series of War Ration Book Two red stamps, which may be used for purchases of rationed meats, fats, oils, and cheeses through July 31.

The dates and the stamps are as follows:-

<u>Red Stamp</u>	<u>Validity Date</u>	<u>Expiration Date</u>
P (16 points)	June 27	July 31
Q (16 points)	July 4	July 31
R (16 points)	July 11	July 31
S (16 points)	July 18	July 31

In validating each series of stamps on successive Sundays, and setting a common expiration date, the OPA is following the same procedure used in the past three months. Officials stated that the dates for series "T" will be announced in the near future.

Note that five series of red stamps expire at the end of June. Not four as recently announced. Stamps J, K, L, M, and N for the purchase of meats, fats, oils, and cheese expire on Wednesday, June 30th. Stamp P, valid on June 27th, will remain usable throughout the month of July. Note: There is no Stamp O, because of possible confusion with the cipher.

ENRICHED IS THE WORD FOR IT

Tell your listeners to look for the word "enriched" when they're buying flour. The importance of enriched bakery products is indicated by the government's provision in the bread order that all white bread must be enriched. The bread, biscuits, and other things baked at home, however, may fall short of the proper nutritional standards if enriched flour is not used in their preparation. Some flour millers are still making un-enriched flour. . . about 25 percent of the flour on the market is not enriched. . . and since this plain flour costs a few pennies less than the other it's likely to be more attractive to the lower income families. It's rather ironic that those who have less money to spend should be thus penalized nutritionally.

If all the consumers are made to realize the value of enriched flour, so that they demand it when they're marketing, there will be little incentive for millers to continue turning out even a small proportion of un-enriched flour. Reference to the question and answer story on enriched bread and flour in Radio Round-up for May 29th will give you plenty of ammunition.

FROZEN FOOD CEILINGS

Frozen food ceiling prices for the 1943 pack will be about the same as current maximums for the 1942 pack, according to the OPA. Frozen strawberries and asparagus, however, will increase in price -- strawberries three or four cents a pound and asparagus about one cent a pound.

FRUIT, VEGETABLES FROM THE 1943 PACK

Civilians will receive six additional types of canned fruits and vegetables from the 1943 pack -- applesauce, blueberries, figs, beets, carrots, pumpkin and squash, according to recent WPB regulation. Previously canners were permitted to pack these products in cans only to meet government requirements.

LUMBER TO AID FOOD PRODUCTS

A program for making lumber available for essential farm repair and construction, in order to increase the nation's food production has been formalized by recent WPB directive. War Food Administration has been delegated authority to assign preference ratings for softwood lumber to farmers and retail lumber dealers for essential agricultural needs.

A HINT ABOUT HONEY

Here's a suggestion about the use of honey in home-canning from a honey expert of the War Food Administration. As you know, honey is one of the sugar-stretchers recommended. Be sure to get a mild flavored honey, however, or it may change the flavor of the fruit you're preserving. In fact, it's a good idea to experiment with a small quantity of fruit first and find out the family's reaction. Certain fruits, such as peaches and plums, acquire a different taste when they're preserved with a honey syrup. It's also been noted that strawberries lose some of their bright red color when honey is used in preserving. Experiment with the proportions of honey and sugar to be used in the syrup too ---- up to 50 percent honey will be found satisfactory. These are the days when the homemaker must be prepared for a bit of adventuring in her own kitchen --- The honey-trail should be a pleasant one to follow!

FISH--IMPORTANT PROTEIN FOOD

In pre-war times, Friday was traditionally fish-day. Now, under wartime meat rationing, the demand for fish is so great that every day might be a fish-day. Women have learned that the protein content of fish makes it a satisfactory alternate to meat .. and fish makes the ration coupons go farther. Halibut, for instance, contains nearly as much protein as lean beef, and it doesn't cost a single red stamp! According to William Boeg, FDA Regional Nutrition-in-Industry representative, "Under the present rationing of meat proteins, and in view of food needs of armed forces of the United States now and in future campaigns, civilians can further aid the war effort by adjusting their eating habits to available supplies of other protein foods". And that includes fish, of course.

Although the amount of fresh fish available to civilians is expected to be nearly the same as last year, the amount of canned fish probably will not be more than half of normal, due to government requirements. Even though the bulk of fish production has been kept within our own borders for civilian feeding, substantial purchases have been made for the armed forces, so it's clear that fish is playing an important role in the war.

The production of fresh fish and shell fish has declined in certain areas, but it has been maintained at the pre-war level in most localities. You might well advise listeners to use all the fish that's available in their particular area, as this will help to save labor and transportation costs. Give them information about all available varieties of fish -- the less known as well as the familiar kinds. Suggested ways of preparation will help to guard against any possible waste. Remember --- we're fighting a war against waste as well as one against the Axis.

AVOID FUEL SHORTAGES

OWI reports fuel shortages can be avoided only if -- (1) Large consumers of fuel oil, those using more than 10,000 gallons a year, convert their oil burners to coal burners now; (2) Both home and industrial users of bituminous coal order supplies now; (3) Householders place orders for insulation, weather stripping, storm windows, etc., immediately.

100,000 DEHYDRATORS

A plan for making 100,000 domestic food dehydrators before September 1 has been approved by the WPB. These dehydrators are urgently needed in time to preserve farm and Victory garden fruits and vegetables. A home food dehydrator removes moisture from raw food, thereby preserving its flavor and food value for later use.

LIVING COSTS RISE

A rise of 1.7 percent in food prices increased the total cost of living for non-rural workers by 0.8 percent in the month ended May 15. Nevertheless, the cost of items making up nearly 60 percent of the family budget remained practically unchanged. This increase of 0.8 percent compares with a rise of 1.5 percent in the month ending March 15 and 1.1 percent in the month ending April 15.

WHAT'S IN GREEN BEANS?

In line with last week's story about green beans coming into heavy supply all over the country, why don't you remind your listeners that they can get more servings out of a pound of snap beans than from any other green vegetables. Aside from the fact that they taste just fine, green beans are rich in food value too. They supply the ABC'S of vitamins and we mean that literally -- as well as protein, iron, phosphorus and calcium. It's smart meal planner who snaps up the snap beans, serves 'em often and cans a good many for next winter.

CANNING THE VICTORY CROP

And speaking of canning, watch for showings in your vicinity of the interesting movie "Canning the Victory Crop", a full color sound film which demonstrates the canning methods approved by home economists of the War Food Administration. Most of the picture was filmed in the Good Housekeeping kitchens, and the commentary is by Frank Singiser, well known news commentator. The audience which saw the preview in Washington was much impressed and it is believed that various groups all over the country will find it helpful. It is being offered to department stores, industrial concerns, public utilities, victory garden clubs, women's clubs, canning schools and other organized adult groups. The film does not contain advertising material of any sort.

MAKE THE MOST OF MILK

Watch for developments in the milk situation .. In many sections of the country something must be done to reconcile the supply and demand which are far from equal, as you know. T. G. Stitts, chief of the War Food Administration's Dairy and Poultry branch pointed this out when he spoke early in the month at an 8-state dairy conference in California. He stated that fluid milk consumption is at an all-time high, and outlined several methods by which consumption might be controlled, namely: by restricting transportation; by eliminating cream and its by-products; by rationing on a coupon basis; by allocating milk to dealers or to markets.

Don't ever forget the importance of milk and dairy products as fighting foods.. Say everything you can to impress upon your listeners the necessity for their careful use and conservation.

CHANGES IN BREAD ORDER

Amendment 4 to Food Distribution Order No. 1, the bread order, makes several revisions, most of which affect the baking industry more than the consumer.

One particularly interesting change is the tightening of the restriction against "consignment selling" of bakery products, a major provision of the original order, but under it the baker alone was held liable. Now the grocer or dealer is equally responsible with the baker for the illegal continuation of the practice of accepting the return of bread unsold by the retailer. As you know, the reason for prohibiting this was that it often meant the diversion of food for humans into livestock feed, and sometimes even resulted in actual waste.

This revision of the bread order permits bakers to use greater quantities of sugars and shortening, removes the minimum milk requirements in white pan bread, but retains the maximum. There is no change in the provision for enrichment of all white bread, however ... It is still required.

MORE PORK FOR THE TABLE

More pork should be available the coming year. A spring pig crop of about 74 million head is estimated by the WFA in its June pig crop report. This is about 13 million head or 22 percent larger than the 1942 spring pig crop. A 1943 fall pig crop of about 53 million head is indicated by farmer reports on sows bred or to be bred to farrow this fall. This is about 9 million head or 21 percent above the 1942 fall pig crop.

Spring and fall pig crops combined would give a total of about 127 million head compared with about 105 million head in 1942 and a 10-year average of 73 million. The estimated number of hogs over 6 months old on June 1 this year far exceeded the number in any other year and was 26 percent above June 1, 1942.

MORE PROCESSING WORKERS NEEDED

Processed vegetables for United States sailors in submarines, dried skimmed milk for Soviet soldiers, dried eggs carried as cargo by Army bombers ferried to Britain and frozen-fresh strawberries to round out the diet of wounded men in the Aleutians --- these are only a few of the uses made of the products of American food processing plants, the OWI has reported, in emphasizing again the need for additional processing workers.

Fighting men must have fighting foods in abundance, but in the present global conflict in which civilians are making tools of war they, too, whether in Russia, China, Britain, or the United States must be supplied with sufficient nutritious foods to help keep production energy burning high.

You broadcasters can do well by pointing out that some 400,000 workers will be needed at the peak season this year, to preserve perishable foods for consumption by U. S. armed services and citizens on the home front, as well as for lend-lease operations and for use in territory as it is taken over from the Axis powers. The majority of these "recruits" will be employed in canneries but others will work in the widely scattered branches of 125 frozen-food packers and in the approximately 200 food-dehydrating plants, where fruits and vegetables will be processed on a scale never before attempted.